

Summing up - over 2014:

We got 35 new members (12 institutional and 23 individual; 1 more institutional needs to pay its invoice) that is much less than in 2013. We now have 225 members. We lost 5 members in 2014 (due to lack of money or re-organization). 11 existing members still need to pay (a total of € 945). We gave 2 members dispensation for one year because of personal circumstances.

Of the 2014 revenues, € 16.633 is paid so far. We sent invoices in January, reminders in April (with Spring Digest), August and called those who did not pay in October. And again when Digest 2 was ready we contacted debtors again. We only sent the second Digest to those who paid their membership of 2014. We budgeted € 17,500 from the membership, we will reach that target if there will be no more cancellations and the last 11 members will pay (much more late payments than usual). From October 2014 invoices include the contribution fees for 2015.

It is more difficult for members to pay their fees, also we got less new members. It is increasingly difficult to sell adverts for the EXARC Journal Digest.

We had an increase in website visitors from 6,600 to 7,900 per month (OpenArch activities).

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401 Staff & Contracts

40112 Our Facebook reach grew from 5,800 to 9,700 people by the end of 2014. The discussions are very active. LinkedIn grew from 2,000+ to 3,000+ people. Vimeo & Slideshare are relatively new to us with 18,000 views & plays in 2014 against 600 in 2013. This all is much better than expected. We need to move fast from one medium to the other, as so does our public. On Twitter the number of followers grew from 700 to over 1,000. In October our Community Manager joined a workshop in Oelde (DE): "Web 2.0 & Social Media". (OpenArch activities).	€	5.082,00
40130 The Director has a full time job aside of EXARC since 2013, therefore the work in EXARC is re-arranged. Since the beginning of 2014 we have an extra volunteer (Lara Comis) within the secretariat. She is responsible for the content (adding new venues to the OpenArchaeology website), and also does EXARC related presentations and papers. All three volunteers of the secretariat got a small payment for their work (€ 125 per month). In 12 months they made almost 1,350 volunteer hours, the volunteer fee is meant for those hours. See the separate report with the hours.	€	4.500,00
40150 The volunteers of the Journal were paid for their work (the Chief Editor and the Editor). Jodi Reeves Flores put extra many hours in the editing of the book by Sagnlandet & EXARC. In 12 months 366 volunteer hours were made. See the separate report with the hours. The Journal Volunteers are paid € 4,50 per hour (volunteer fee according to Dutch law).	€	1.647,00

430 Conferences & Meetings

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January: Workshop volunteers in museums. Following his presentation at the Rio ICOM Conference, the treasurer of EXARC Luc Eekhout was invited to Basel. Ms. Marie-Paule Jungblut (ICMAH) was interested in how to work with a substantial volunteer group. She is the director of the four historical museums of this Swiss city: Historisches Museum Basel, Museum für Pferdestärke (horse power), Museum für Wohnkultur (living culture) and the Museum für Musik (OpenArch activities).

February: the director of EXARC attended a meeting near Marburg, Germany, where soon a new archaeological open-air museum will open its doors, Zeiteninsel. They are member of EXARC for several years already, visiting our conferences and asking several of our seniors for advice. Early February, their official Advisory Board was installed. Besides an official representation from EXARC, the group of advisors consists among others of several other EXARC members including Oerlinghausen, Haithabu and Saalburg.

Together with several non-museum colleagues, this makes a strong group.

March: the director of EXARC attended a meeting for the Archaeological Centre Hitzacker. The Centre is well established being the first Bronze Age Open-Air Museum of Germany. However, it has become too heavy for the local municipality to support the museum as they have done for a long time and a new structure is needed to financially support the centre. EXARC had officially shared its concern with the Ministry as we think this is a too heavy responsibility for a small community like Hitzacker (5,000 souls). This resulted in a convention, late March, of a think tank with colleagues of the Ministry, University Hamburg and the museum world. EXARC remains in the advisory council of the centre.

May: Round Table - representatives of almost a dozen universities practicing experimental archaeology met for a roundtable meeting in Madrid. They decided to form a Research Cluster on Experimental Archaeology under the EXARC umbrella. The Cluster includes among others Washington College (US), Università di Siena (IT), Università del Salento (IT), University of Exeter (UK), University College Dublin (IE) and Universidad Autónoma de Madrid (ES). The next meeting will be in Dublin in January 2015.

May: Conference in Burgos, the 4th International Experimental Archaeology Conference. Over 230 participants from 15 countries, 80+ papers and posters, a wonderful excursion to Atapuerca made these three days very memorable. We look forward to the 2017 Conference in Taragona. **At the very end of this exhausting week in Spain, on the May 11th 2014, we had the EXARC AGM. An extensive report on 2013 was given.**

June: EXARC at the 29th general assembly of ICOM (Paris, UNESCO building). Luc Eekhout (EXARC Treasurer) attended the meeting. As many members of EXARC are developing themselves into professional museums, we see great benefits in being an affiliated organization to ICOM (OpenArch activities).

June: EXARC presents at S.P.A. Smart Puglia Archaeology. S.P.A. Smart Puglia Archaeology is an open project led by the Terracunta Association in Puglia, Italy, aiming at making smarter use of archaeology within the landscape. For this purpose a series of workshops and lectures took place in June with specialists on subjects including funding, PR, type of activities, authenticity et cetera. The first session in these series was in the hands of Lara Comis, EXARC, with a lecture introducing AOAMs and their core themes and challenges. The presentations were streamed on the internet.

June: The Value and Scale of the Experimental Archaeology Approach - Conference on the Dialogue with Science (Oulu FI).

OpenArch conference with 10 EXARC Members. Over 50 participants discussed the value and scale of the experimental archaeology approach to studying and presenting the past (OpenArch activities).

June: We decided to postpone our 2014 Conference in Austria, themed "archaeological reconstruction in tourism" to 2015 because we want to better prepare this conference and make it larger than usual.

July: Four students from Frankfurt/Oder (DE) work on a study project on the use and the quality of Living History in Archaeological Open-Air Museums in Germany. They met with the EXARC Secretariat for a brain storm weekend. The idea is that the recommendations will be of wider value than just Germany.

July: EXARC Chair Martin Schmidt gave a paper at the University of Marburg. The conference was initiated by students with the perspective of Zeiteninsel a German EXARC member, starting up an archaeological open-air museum on their doorstep.

August: We organised a workshop for archaeology students from Cardiff University about Strategic Public Relations for Archaeological Open-Air Museums based on our "PR Book" from October 2013. The students were on a one-month field trip to the archaeological open-air museum at Oerlinghausen, Germany, where they learned about all aspects of running such a place: maintenance, experiments, archaeotechnique and living history. Marketing and communication was also discussed including social media, print media and various other subjects (OpenArch activities).

October: RE-ARC had a conference in US, our vice chair represented EXARC there. We have also sent EXARC folders for all participants.

September-October: the EXARC director attended the OpenArch meeting in Viminacium (Serbia). This was the 8th conference of OpenArch. The theme was "The Impact of the Dialogue with Visitors on Management in Archaeological Open-Air Museums". It was especially useful to meet in Serbia as we had the chance to discuss with colleagues from museums in Romania, Macedonia, Serbia et cetera who usually do not have the chance to travel to other parts of Europe (OpenArch activities).

August - December: EXARC assisted in the preparations for the Experimental Archaeology Conference in Dublin, January 2015. This will include a substantial side program by EXARC as well as the EXARC Annual General Meeting. We sent a large quantity of promotion material to be shared with the 100+ delegates.

October - December: EXARC and MAMUZ (AT) started the preparations for the September 2015 Conference on Archaeology & Tourism, taking place near Vienna.

451 PR, Journal & Websites

January: we shared our PR material at the 8th Experimental Archaeology in Oxford. Non EXARC members got a copy of our EXARC Journal Digest and people could register as new member.

January: the invitations for the Round Table for universities and for the Rountable for networks (May 2014, Burgos, ES) were sent.

January: The Issue 2012/1 of EXARC journal went open access: 11 peer-reviewed. The 23 Mixed Matter Articles were already public from the start. Each article was subsequently posted on Social Media (OpenArch activities).

January: The Issue 2012/2 of EXARC journal went open access: it contains 19 articles divided over three sections of which 6 articles are peer-reviewed. Each article was also posted on Social Media (OpenArch activities).

February: We published the EXARC Journal 2014/1. It contains 16 articles divided over four sections. 6 articles are open access (Mixed Matters) where the other 10 are for EXARC Members only. It includes 5 articles from the 7th UK EA Conference in Cardiff 2013. (OpenArch activities).

May: We published the EXARC Journal 2014/2 as planned. It contains 8 articles divided over four sections. 3 articles are open access (Mixed Matters), the other 5 are for EXARC Members only. It includes 3 articles from the 2013 EXARC meeting at Csiki Pihenökert (HU) (OpenArch activities).

August: We published the EXARC Journal 2014/3. It contains 9 articles divided over two sections, 4 articles are open access (Mixed Matters), 5 are for EXARC Members only. It includes 3 articles from the 8th UK EA Conference Oxford 2014 (OpenArch activities).

September: The Issue 2012/3 of EXARC journal went open access. It contains 23 articles divided over three sections of which 19 articles are open to all (Mixed Matters and Experimental Archaeology). Each article was also posted Social Media (OpenArch activities).

November: we added about 500 new titles to the online Bibliography. At the end of 2014 we had 11.205 titles available (OpenArch activities).

November: we published our fourth online issue of the EXARC Journal this year. The Journal 2014-4 contains 10 articles. Several articles about experimentation with pottery, an article on logboats at Butser Ancient Farm, several interviews and book reviews. It also includes one article from the 7th UK EU Conference in Cardiff 2013. In total 7 articles are Open Access, the other 3 are for Members Only.

January - December: We added 66 extra European archaeological open-air museums on our interactive map online. By the end of 2014 we have 540 organisation presented online. 413 of these are venues, 127 are institutional EXARC members (OpenArch activities).

January - December: We sent 12 newsletters to our members, informing them about our conferences, EXARC Journals and our book, explaining about ICOM and what EXARC does in general. The Newsletters are all available online.

45100	January - December: Over the year EXARC pays for several URLs (domain names), like for the experimental archaeology conference in the British Isles.	€	29,59
45112	January - December: The costs of hosting, SOLR and domains is stable now, around € 1300. The costs are divided between OpenArch common costs and our own investments (OpenArch activities)	€	855,28
45114	January - December: The costs of hosting and domains Website maintenance is an ongoing activity around the year. We had some issues with a big leak with Linux as well as some small issues. The next payment is due end of 2015 (OpenArch activities)	€	483,72
45150	PR material March - April: we cooperated closely with the publisher Sidestone for the book cover of "Experiments Past", published by Sagnlandet Lejre and EXARC. May - June: We made an advert for the book "Experiments Past" which we published in the EXARC Journal Digest 2014 Issue 1. May - June: we made / cooperated on several PowerPoint presentations: for the conference in Burgos (ES) and the presentations by Lara Comis at S.P.A. Smart Puglia Archaeology (IT) June: for different Social Media networks we prepared new profile and head images to better represent EXARC. November: We bought 20 copies of "Experiments Past", and sent them to Dublin. We intend to sell those during the conference in January 2015.	€	212,86
45151	EXARC Journal Digest March - April: The 2014 Spring EXARC Journal Digest was designed and printed. In this number we published 5 peer-reviewed articles and 6 Mixed Matters articles as well as several small book reviews. All articles come from EXARC's online issues. Three of the articles are directly related to OpenArch. The full colour journal counts 36 pages and was printed in a circulation of 500 on A4 size. It was distributed among EXARC members and used as PR material. The work included also adding the articles to online Issues 2014/1 and 2014/2 (OpenArch activities) October - November: We printed EXARC Journal Digest Autumn. In this Digest we put choice of abridged articles from issues 2014/2 and 2014/3. In total 11 articles and a few book reviews. We also included photo collages from EXARC members from their Viking Events of 2014. Two of the articles are from OpenArch meetings (Foteviken 2012 and Kierikki 2014) (OpenArch activities)	€	5.946,31
45152	March - April: Together with the Spring Digest our Institutional Members also received an OpenArch product - the PR Book for Archaeological Open-Air Museums. The 56 pages manual explains different aspects of modern Communication. 150 PR books were printed. In November costs for the dissemination were calculated and paid - sent with Digest (OpenArch activities)	€	1.816,25
45160	March - November: the book "Experiments Past" was published early October. With Experiments Past the important role that experimental archaeology has played in the development of archaeology is finally uncovered and understood. The costs we paid are for the publisher - Sidestone, The Netherlands.	€	2.756,38

453 Postage

45300	We are not selling any more old copies of EuroREA, the predecessor of the EXARC Journal.			
45310	Sending Journal to Members		€	1.036,90
	April: Sending 2014 EXARC Journal Spring Digest to Members. Sent through Germany to save on postage.	€	1.002,10	
	November: Sending of Digest 2014-2 was done mainly through OpenArch	€	34,80	
45320	Sending Journal to authors		€	132,82
	April: Sending 2014 EXARC Journal Spring Digest to Editors and authors.	€	79,85	
	November: Sending of Digest 2014-2	€	52,97	
45340	January - December: We got 35 new members (12 institutional and 23 individual). New members receive a welcome package.		€	183,75
45350	Postage PR other		€	286,55
	April: we sent PR material to the experimental archaeology conference in Burgos, where also the EXARC AGM took place.			
	April: we sent flyers about the "Experiments Past" book to other organizations to share with their members.			
	May-August: the PR Book was sent to several people / organizations.			
	July: we sent PR material to our editor in UK.			
	October: we sent EXARC folders to the RE-ARC conference in the USA.			
	November: we sent a few parcels to Dublin, for the conference there January 2015			
	November: PR books were sent, and some Flyers to Portugal			
45360	Postage administration		€	217,99
	We sent several products to the OpenArch lead partner for the interim report, the contracts were sent to our volunteers, invoice from Museum Eindhoven for sending our post, post to Chamber of Commerce.	€	95,54	
	October: we sent books "Experiments Past" to the authors and editors.	€	122,45	
	2.215% of all OpenArch expenses (from both Common Costs and Grant): € 346 can be calculated as OpenArch costs - Flat Fee, and it is partly paid by EU.			

454 Office

January-April: all 2013 papers were sent to the accountant by mid January. By the end of February a first draft of the year statement was presented by the accountant and discussed with the treasurer. The final version was shared with the Board, as well as with the EXARC auditors (members of EXARC). One of the auditors refused to accept the papers but the AGM unanymously agreed with the 2013 year report.

January - March: We were occupied with the 2nd Interim Report of OpenArch, the year 2013 needed to be completed in ONCAT as well as several written reports needed to be delivered to the OpenArch lead partner (OpenArch activities)

September: EXARC cooperated in an EU HORIZON 2020 application under the leadership of University la Sapienza, Italy. The application was unsuccessful.

October: With our accountant ABAB we discussed the possibility of them doing our OpenArch audit (2011-2015). After a good meeting, we got an offer, which got accepted by the EXARC Treasurer and the OpenArch Lead Partner (OpenArch activities)

January - December: Several members of EXARC as well as some external partners are cooperating in Megalithic Routes, a European Cultural Route. In January the Stone Age Park Dithmarschen was officially recognised as member of Megalithic Routes. EXARC is looking into helping them with a cooperation plan for further development.

January - December: Occasionally EXARC members as well as non-EXARC Colleagues ask advice concerning setting up an own Archaeological Open-Air Museum. Sometimes they visit us for a full day of discussion. In several cases we refer to other EXARC members or to the EXARC secretariat if a full plan is requested.

December: EXARC, jointly with ICOM-NL filed an application at ICOM. If all goes well, ICOM will co-fund a think tank which includes both ICOM and EXARC members and will discuss what archaeological open-air museums can learn from the international museum world. This will culminate into a report and a session in May in St Fagans, under OpenArch which is the other major sponsor of this (OpenArch activities)

454 Office Costs			€	344,19
45400	Office Costs supplies			
	September: we bought a small printer	€	109,00	
	November: we bought envelopes for sending the books "Experiments Past"	€	61,61	
	November: bought brown tape for packing	€	2,10	
45410	Office Costs administration			
	August: we ordered address labels for the EXARC Journal Digest.	€	9,80	
	November: we ordered labels for Digest 2	€	17,68	
	December: we calculated costs for calls made in 2014, text messages and phonecalls abroad	€	90,00	
45420	Office Costs Gifts			
	November: we bought 3 books "Experiments Past" as gifts for board members leaving the board etc.	€	54,00	

455 Accountant			€	1.983,31
45500	January - December: We pay for bookkeeping software we use in 2014 as well as the hours for year report 2014. We have chosen to pay per month instead of in one time after the report is done (early 2015).	€	1.159,18	
	We need to pay the rest of the amount in 2015, which has not been invoiced by the end of 2014	€	423,50	
45510	March: we paid for extra work done by the accountant for the year report 2013 (corrections of mistakes in previous year reports). Those costs were unforeseen.	€	400,63	

456 Travels & External Contacts

45600	Staff travel		€	227,74
	January: extra costs for travelling to Oxford for the 8th EA UK conference by the director.	€	44,47	
	March: the director of EXARC joined a meeting at the Archaeological Centre at Hitzacker.	€	67,40	
	April: costs for bringing the Spring Digest to Germany, saving on postage by sending from there.	€	115,87	
45610	Staff subsistence		€	367,55
	May: conference in Burgos, costs made by the director (travel costs were covered by OpenArch).	€	354,00	
	November: some costs made while sending Digest Autumn -> for coffee etc	€	13,55	
45620	External / Board travel		€	492,70
	July: EXARC gave 4 students who came to Oerlinghausen for a weekend discussion a small fee covering part of their costs. They are working on a project for EXARC. See for more above.	€	200,00	
	November: costs were made by Board members to join the Board meeting in Eindhoven (NL).	€	292,70	

45625 External / Board subsistence		€	904,53
May: conference in Burgos, costs made by Board members. During that conference also the 2013 EXARC AGM took place.	€	750,00	
November: costs for lunches and food during Board Meeting in Eindhoven	€	154,53	
45630 OpenArch Steering Committee (own)		€	207,26
September - October: the EXARC director joined the OpenArch meeting in Serbia, he also attended the Steering Committee (OpenArch activities)	€	207,26	
45640 OpenArch meetings and workshops (own)		€	571,03
May: conference in Burgos, costs made by the director (travel costs covered by OpenArch) (OpenArch activities)	€	243,03	
December: costs made for the Dublin conference, January 2015 (flight costs two persons) (OpenArch activities)	€	328,00	
45645 OpenArch external contacts (cc)		€	659,30
June: EXARC at the 29th general assembly of ICOM (Paris, UNESCO building). Luc Eekhout (EXARC Treasurer) attended (OpenArch activities)	€	659,30	
465 Bank costs			
46500 Rabobank costs	€		176,27
46510 Paypal costs	€		82,95
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SubTotal Debet (expenses)		€	31.204,23
ADVANCE OF THE 22% OF OpenArch, TO GET BACK IN 2016	- €		1.086,47
			<hr/>
Total Debet (expenses)		€	30.117,76
		Credit	
830 Donations		€	1.862,40
83000 March: the director of EXARC joined a meeting at the Archaeological Centre at Hitzacker. The costs were paid by the Centre.	€	67,40	
83000 June: EXARC got a donation from Sagnlandet Lejre for the costs of the book "Experiments Past", including costs made by EXARC for one participant of the conference (€ 185)	€	1.795,00	
851 Contributions			
85100 Invoices for the members' fee were sent in January 2014, with reminders in April, August and September. Another reminder went out around the publishing of Digest 2. The amount includes open invoices of € 945.	€		17.372,50
85150 When paid through PayPal, transactions costs are added.	€		181,16
852 Adverts in Digest Journal			
We sold only 3 adverts for Digest 2014 Spring (incl sending PR material of one of the member) and 1 small advert for the website. We only sold one single advert for the Digest 2014 Autumn.	€		1.492,35
854 Selling Journal			
85400 We are not selling EuroREA anymore (the predecessor of the EXARC Journal). But one of the authors ordered 15 issues of Digest Autumn, and we sold one book "Experiments Past".	€		140,99
861 OpenArch EU funds		€	1.173,38
86100 September: 3rd pre-financing, 78% paid 2011-2014. The final 22% will come in 2016, which means that from 2014 we are paying extra from our own money. In 2014 this was € 1.086,47	€	1.173,38	
862 OpenArch Common Costs		€	968,56
86200 September: last part, all Common Costs paid - € 18.792,28. Most of it is for 2015 expenses and are moved to reserves (€ 17.823,72). What is over is booked as 2014 income.	€	968,56	
879 Conferences		€	-
No income was generated at the conferences.			
898 Interest banks			
89810 The interest on our savings account.	€		221,73
			<hr/>
reservers OpenArch from 2013	€		8.070,49
Total Credit (income)		€	31.483,56
Balance	€		1.365,80
other reserves end 2013	€		4.761,79
other reserves end 2014	€		6.127,59