As it closed out its third full year of operation, the Museum of Durham History experienced leaps in growth and changes in 2016-17. More visitors, increasing value, staff changes, and a reimagining of how we do things, from fundraising to scheduling exhibits.

In April Katie Spencer stepped down after five successful years as Executive Director. After an extensive nationwide search, the board selected Director of Operations Patrick Mucklow to take the helm, with longtime weekend manager Jeanette Shaffer assuming the Operations role.

Since opening in October 2013 the Museum has proven its value to the community, that both the City and County of Durham agreed to more than double their financial support towards Museum operations in the upcoming year, showing their commitment to the Museum’s mission. With increased public support the Museum was able to forecast a slate of exhibits eighteen months out. This also allowed the Museum to implement a new exhibit strategy to lengthen exhibit runs and develop accompanying programming to keep people returning during an exhibit’s run.

Community Awareness and Inclusion

The Museum continued its involvement in community events such as Third Fridays, Durham Art Walk, and hosted a day party to launch the Art of Cool Festival.

For the third consecutive year the Museum partnered with Bike Durham to lead a history-themed bike ride, biking Durham’s hiSTORIES. Nearly one hundred riders packed the streets of downtown to tour the known and lesser-known sites of the Bull City.
In the Media

Exhibits and events have been featured in Durham Magazine, The Herald-Sun, Indy Week, Carolina Parent, and WUNC’s State of Things. This notoriety has helped establish the Museum as a go-to referral point for online and in-person questions about Durham history.

Visitation

Over 15,000 people visited the Museum of Durham History and our exhibits in the community in FY 2016-2017, and we are on pace to exceed that number in 2017-2018. At least 1,500 of those visitors were school children.

According to figures from the Durham Convention and Visitors Bureau, our economic impact has grown to more than $1.3 million a year, almost quadrupling in three years. A ripple effect can be felt as cultural attractions, retail and all benefit from visitor dollars.

Exhibits

The Museum continued its practice of strong exhibit curation through partnerships such as North Carolina Central and Duke Universities’ Jazz Studies Program, the Durham County Library, and UNC Greensboro’s Public History graduate program.

Five exhibits rotated through the museum last year, fleshing out the four permanent exhibits, such as Look Beyond the Windows and the interactive Timeline. Community curators developed the multimedia Finding Each Other in History exhibit, a firsthand account of Durham LGBTQ+ stories told through a series of oral histories.

Economic Impact

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<tr>
<th>Year</th>
<th>Impact</th>
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<tr>
<td>2013-14</td>
<td>$275,413</td>
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<tr>
<td>2014-15</td>
<td>$637,110</td>
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<tr>
<td>2015-16</td>
<td>$1,004,497</td>
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<tr>
<td>2016-2017</td>
<td>$1,370,916</td>
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Serving as a community curator with the Museum of Durham History is a great blessing as it gives ordinary citizens, like me, an opportunity to share stories about significant events that have enriched the lives of others. Naomi Feaste, Community Curator

A social media photo contest in conjunction with School of Home culminated with a Valentine’s Day party where 150 attendees turned out to show why they Love DURM. Durham A-Z shed light on the myriad Innovations born here, from Astroturf to Cochlear Implants, and Jazz tuned us in to the impact the local education programs have on developing talent. Future exhibits will focus on the impact of the Latinx community. In June, along with members of the African-American Quilters Circle we dedicated our unique Story Quilt – based on dozens of recorded stories and hand sewn by the volunteer quilters.

A Museum Without Walls

Neighborhood-sponsored History Groves introduce individuals who’ve helped shape Durham’s personality and legacy. Eleven groves were completed by last June, with more will be dedicated this year. Learn about Louis Austin, Emanuel “Mutt” Evans, John Hope Franklin, Dorothy Kitchen and others in parks and public spaces around town.

The Durham Bulls received tremendous feedback for hosting Durham and the Rise of the Baseball Card at Durham Bulls Athletic Park. They loved it so much they decided to renew its run through the 2016-

Really enjoyed my visit when we popped in on Black Friday- much better than shopping
Stephanie Zimmer, Museum Visitor
17 season and beyond. Other exhibits around town include Durham Health and Human Services Building, the Trust Building (near the Durham Visitors Information Center) and Lincoln Health Center.

The Museum remains a true grassroots effort, with 37 percent of revenues coming from personal donations and sponsorships. 26 have enrolled in the Museum’s Pioneer Giving Circles, becoming premier donors who spread their giving over three years.

196 Donors supported the Museum in 2016-17.

Volunteers

More than fifteen volunteers staff the front desk six days a week and assist at events. One hundred dedicated community members help out on site and as part of our “Museum without Walls” efforts. Volunteers donated nearly 400 hours to create and maintain neighborhood History Groves throughout Durham. A 12-member History Advisory Committee assisted with content development for exhibits and programs, and nearly 40 members of the Story Squad conducted oral history interviews. In FY 2016-17, volunteer hours totaled and estimated 7,700, which translated to a donation of more than $168,000. With volunteers keeping internal costs low, the Museum was able to devote 61 percent of expenses directly to exhibits and programs.

$168,388
Dollar value of 7696 hours donated by 100+ volunteers
2016-17 Financial Report

Total Expenditures: $195,157.66

Total Revenue: $233,221.60

Donors

Pioneers

Bull City ($50,000+): Ruth and Victor Dzau, Dr. Thomas H. Krakauer


City of Innovation ($15,000-$29,999): Duke University, Erin and Todd Mosier, Benjamin F. Speller, Jr., PhD

Durham’s Station ($7,500-$14,999): Robert T. Gofourth, Jean and Charles Wilson, Shelly Green and Reyn Bowman

A Roaring Old Place ($5,000-$7,499): Jane and George Goodridge, Carlton E. Wilson, Suzanne and John Payne

As a long-time Durham resident, I am honored to serve on the board of the Museum of Durham History. When I first learned that a group of Durham leaders was preparing to open this space, I knew they were filling a community need--one that will gain in importance as time passes and our city continues to grow...

Nancy Bernstein, MoDH Board Member
Up to $4,999: Barbara Barr and Jerry Gershenhorn, Nancy Bernstein and Terry Seelinger, MaryAnn E. Black, Robert Chapman, Ralph Frasier, Dennis Martinez, Leanora Minai, Steve Schewel and Lao Rubert, Lee Ann and Larry Tilley, Jim Wise, Ari and Caryssa Peretz, Elise and Graham Sharpe, North Carolina Mutual Life Insurance Company, Nancy and Steve Channing

2016-2017 Annual Giving

($10,000 and Above): Capitol Broadcasting Company, Duke Medicine, Duke University Office of the Executive Vice President, Ruth & Victor Dzau, Thomas H. Krakauer, City of Durham, Durham County


($2,500-$4,999): Erin & Todd Mosier, Mosier Family Fund, Robert D. Teer Jr., Wilson Family, Wells Fargo Foundation, Durham Merchants' Association Charitable Foundation


($150-$499): Lauren & Scott Spiegel, Margaret & Donald Fluke, David Ball & Susan Pochapsky, Claire & Allen Wilcox, Don Moffitt, Vaguely Reminiscent, 501 Realty, Accent Hardwood Flooring, Cavett & Barker French, Center Studio Architecture, PLLC, Charlie & Joy Dunlap, Chimusic Company, City of Durham Neighborhood Improvement Services, Robert Healy & Katherine Edgar, Ernest Roessler, Jewelsmith, Laura Ritchie, MaryAnn E. Black, Miller & Howell Family, Other End of the Leash, POSH Salon, Robert Chapman, Scrap Exchange, Sherry Kinlaw, Barbara Barr & Jerry Gershenhorn, Barbara Williams Ellerton, Alice Sharpe, Backyard Fund of the Triangle Community Foundation, Channing Family, Graciela Vidal, Duke University History Department

(Up to $149): Marcos Ferandes, Stephanie Holmer, Carolyn Grant, Dennis Meek, Harvey Sellner, Hui Ying Li, Clara M. Allen, Anthony W. Reevy, Dr. & Mrs. Robert Yowell, Barbara McKenzie, Carolyn & Brady Surles, Cassandra Taylor, Daniel Ellison, David Stein, Deborah Debourg-Brown, Gerry Larson, Harriet Sayre McCord, Harry F. Dawley, Henry Greene, Laura Treat Harvey, Mary
Moyer, Denise Harrison, Susan Andresen, Shelli Lieberman, Barbara & Joseph Collie, Polly &
Tom Harris, Angela M. Jeannet, Carlos Mahoney, Carol Anderson, Cindy & Hank Gardiner, Dale
Gaddis, Dennis Martinez, Doreen Johnson, Dorothy Borden, Emily McClure, Frances Rollins,
Gale M. Glenn, Janet & Andrew Broughton, Joanne Edgar, Joshua Davis, Laura Benedict, Lizzie &
Sampson Harrell, Lucille Bearon, Lynn Richardson, Marcia Carpenter, Margaret & Richard Hodel,
Margaret & Richard McCann, Marjorie Freeman, MaryAnne Zabrycki, Melinda Killenberg, Nancy
Schiebel, Paula Blasi, Peggy & Floyd Hardy, Penny & Jim Fleming, Richard N. Hill, Robert Schall,
Rosemary & Terry Kearney, Russ Comer, Sally & Clare Adkin, Sarah J. Deutsch, Steve Pomeroy,
Susan Michaelson, Graceanne & Robert Sweeney, Sylvia Kerckhoff, Willie Covington, Jean
Hurwitz, Tony & Amanda McCall, Andrew Stewart, Brown Family, K. Emerson Beyer & Michael J.
Bruno, Katie Spencer and Perry Wright, Stephen & Patricia Bocckino, Student U, Barbara &
Peter Fish, Barry Poss, Benjamin Reese, Jr., Brand Fortner, Cameron Lee, Carl Webb, Catherine
& Randy Lambe, Charles Newman, Renee & David Connelly, Eileen & James Welch, Gita
Schonfeld, Karin Shapiro, Karl Gottschalk, Kimberle & Freeman Walker, Leona and Willis P.
Whichard, Mary & Todd Liebhold, Maidi Hall, Marcia J. McNally, Mary Susan Sewell, Michelle
Mitchell, Mucklow & Perumallu Family, Robinson &Elizabeth Everett Jr., Ruth Bardon, Sandra &
Harvey Cohen, Sara & James Craven, Sarah Russell, Sawyer & Hanchett Family, Susan & Richard
Ellman, Susan Ross, Lena E. Dunston, Morgan Haynes

In-Kind: Perry Wright, Acme Plumbing and Heating Company, Durham Convention and Vistors
Bureau, Fire Stream Media, Morning Star Law Group, Wells Fargo, African American Quilters
Guild, NCCU Jazz Studies Program, Duke University Jazz Program, Bike Durham, Ernest Dollar,
School of Home, Black Twig Cider House, Rob and Alley Twenty Six, Durham Distillery, JB Duke
Hotel, Alivia’s, Duke University Stores, Atlas Imports, Duke-Durham Neighborhood Partnership
Office of Durham and Regional Affairs, Runaway Clothing, Carolina Theater, Dos Perros, Bagel
Bar-Durham, Making Ends Meet, NOSH, Bull City Cider Works, Bull Durham Beer Company,
Theo Davis Printing, Mad Hatter Bake Shop and Café, Sam’s Qwik Shop, Tea Cup Gin, Harris
Beverage LLC,

Honorarium & Memorial: Carolyn Grant in honor of Milton Robert Grant II, Harry F. Dawley in
memory of Paul Yale, Laura Treat Harvey in honor of Jane Goodridge, Joanne Edgar in honor of
Bob Healy, Marcia Carpenter in honor of Ruth Dzau, Paula Blasi in honor of Sue Andresen, Russ
Comer in honor of John Dee Holeman, Susan Michaelson in honor of Bob Healy, Jean Hurwitz in
honor of Ruth Dzau, Brand Fortner in honor of Sue Andresen, Elizabeth & Robinson Everett Jr.
in honor of Jim Wise, Sarah Russell in honor of Samuel Russell, Caroline & Arthur Rogers in
honor of Tom Krakauer, Judith A. Snyderman in honor of Ruth Dzau, Mindy & Guy Solie in
honor of Tom Krakauer, Duncan Heron in memory of Becky Heron