

# MUSEUM of DURHAM HISTORY



A Message From

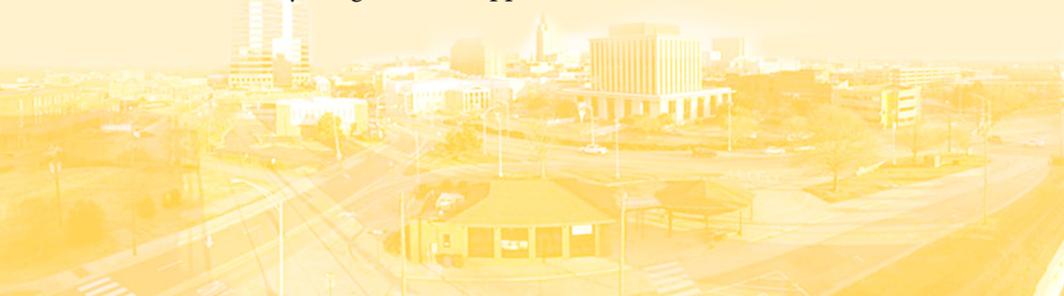
**Ruth Dzau**  
Chair, Board of Directors  
2014-2015

Thank you, Durham.

You are building something special, a true community museum. This past year, you opened the doors of the Hub, home of the Museum of Durham History. Here are some ways you have been helping out ever since:

- Volunteers staff the reception desk and special events.
- Community members are building the Hub's content by curating exhibits in the Our Bull City space and recording memories and family lore in the Story Room.
- Our History Advisory Committee has written two great series of newspaper articles.
- Dozens of Duhamites have donated in-kind expertise and materials to meet physical and operational needs.
- Hundreds of supporters are giving the museum its vital foundation by opening their wallets to fund exhibits, programs and ongoing operations.

A unique vision has become reality — all because of this exceptional Durham community. The Museum of Durham History will continue to thrive because of your generous support and involvement.



A Message From

**Katie Spencer**  
Executive Director



The Museum of Durham History is providing valuable context and continuity in a changing Durham.

In the Museum's home, the History Hub, we are creating a place where the stories of Durhamites are treasured and shared. We talk with newcomers looking for origins of the old warehouses and repurposed buildings they see, with students seeking local links to textbook history, and with residents with questions about familiar names and places.

Through exhibits, technology, and videos, visitors can meet a civil rights leader, a soul singer, a business entrepreneur, and more. Those who lived Durham's history will see faces they know and hear anecdotes that will make them smile ... or remember.

Visit. Connect with Durham's history. And tell us your stories.



# About The Museum



## History

Durham's 2004 Cultural Master Plan rated a history museum one of its highest priorities, confirming decades of public discussion on the topic. A Museum Advisory Committee sought and received 501(c)(3) certification in 2008, and in 2009 the Museum's first board of directors was formed.

In April 2012 the Museum leased the former downtown bus transfer station from the City of Durham to create the Museum's physical home, the Durham History Hub. Thanks to broad-based financial and in-kind support, the building was renovated and redesigned, and on Oct. 12, 2013, the History Hub opened its doors to a space transformed into a vibrant visitor experience.

The Museum has just completed its first year of operating the History Hub, implementing an innovative model that includes regularly rotating exhibits, innovative use of technology, and significant community involvement in exhibit curation.



## Mission and Values

The Museum of Durham History is a 21st-century museum that uses stories about people, places and things to foster curiosity, encourage further inquiry, and promote an understanding of diverse perspectives about the Durham community and its history.

The Museum is putting its mission into action through a personal approach to history that sets this Museum apart: an innovative, community model that engages with history through stories—the personal memories, experiences and family lore of our shared heritage.

The following organizational values guide the Museum's day-to-day functioning:

**Relevance:** We believe that history is relevant to understanding Durham today

**Inclusiveness:** The Museum documents and shares all of Durham's stories, particularly those that traditionally have not been made a part of the historical record.

**Inquiry:** We confront difficult issues, encourage questions, and listen and learn from each other.

**Innovation:** We take risks and experiment; success and failure are opportunities for learning.

**Trustworthiness:** The Museum continually works to earn the trust of its community, partners and supporters.



# Board of Directors

## **Lewis H. Myers**

Chair 2013-14, Board member since 2009

*Director of Business Development, Perkins+Will*

## **Ruth Dzau**

Vice Chair 2013-14, Chair 2014-15, Board member since 2012

*Community Volunteer*

## **Todd Mosier**

Secretary 2013-14, Vice Chair 2014-15, Board member since 2013

*Chief Technology Officer, Zone Five Software*

## **Jane Goodridge**

Secretary 2014-15, Board member 2009-2013 and since 2014

*Community Volunteer*

## **Scott Spiegel**

Treasurer 2013-15, Board member since 2010 *Chief Financial Officer, AICPA*

## **Nancy K. Bernstein**

Board member since 2014

*Director, Foundation Relations & Corporate Giving, Duke Medicine*

## **MaryAnn Black**

Board member 2009-2014

*Associate V-P, Office of Community Relations, Duke University Health System*

## **A. John Bryson**

Board member since 2012

*Development Adviser, PNC Bank*

## **Steven A. Channing, Ph.D.**

Board member since 2009

*Principal, Video Dialog Inc.*

## **Robert Chapman**

Board member since 2013

*Managing Director, Traditional Neighborhood Development Partners*

## **Don Davis**

Board member since 2014

*Attorney, Noble Law Firm*

## **Joshua Clark Davis, Ph.D.**

Board member 2013-2014

*Lecturing Fellow, Thompson Writing Program, Duke University*



*Thumbs up! From left are: Ruth Dzau, Joyce Smith, Kimberly Moore, Todd Mosier, Scott Spiegel, Jim Wise, Steve Channing, Lew Myers, Nancy Bernstein, Josh Davis, Mitch Tuchman, Holly Tucker. Not pictured are: MaryAnn Black, John Bryson, Bob Chapman, Don Davis, Jane Goodridge, Scott Harmon, Adam Klein, Iris Ramirez Reese, Kenny Rodgers, Mike Schoenfeld, Renee Snyderman, Carlton Wilson and Chuck Wilson.*

**Scott Harmon**

Board member 2012-2014

*Managing Partner, Center Studio Architecture*

**Adam Klein**

Board member since 2013

*Chief Strategist, American Underground, American Tobacco Campus*

**Kimberly Moore, Ph.D.**

Board member since 2013

*Director of Marketing & External Relations, N.C. Mutual Life Insurance Company*

**Iris Ramírez Reese**

Board member since 2013

*CEO, FUSION Multicultural Marketing & Communications*

**Kenneth Rodgers**

Board member 2011-2014

*Director, North Carolina Central University Art Museum*

**Renee Snyderman**

Board member since 2014

*Managing Director, The Snyderman Foundation*

**Michael Schoenfeld**

Board member since 2009

*Vice President for Public Affairs & Government Relations, Duke University*

**Joyce B. Smith**

Board member since 2012

*Community Volunteer*

**Holly Tucker**

Board member since 2013

*Vice President, Commercial Relationship Manager, Banking Services Division, Sun Trust Bank*

**Mitchell Tuchman**

Board member since 2012

*Attorney, Womble Carlyle Sandridge & Rice, LLP*

**Carlton Wilson, Ph.D.**

Board member since 2014

*Dean of the College of Arts & Sciences, North Carolina Central University*

**Chuck Wilson**

Board member 2011-2014

*CEO CT Wilson Construction Company*

**Jim Wise**

Board member since 2014

*Author, Historian, Journalist*

**Thomas H. Krakauer, Ph.D.**

Founding Chair, Board member 2009-2014

*Chairman Emeritus, N.C. Museum of Life & Science*

# History Hub Grand Opening



October 12, 2013

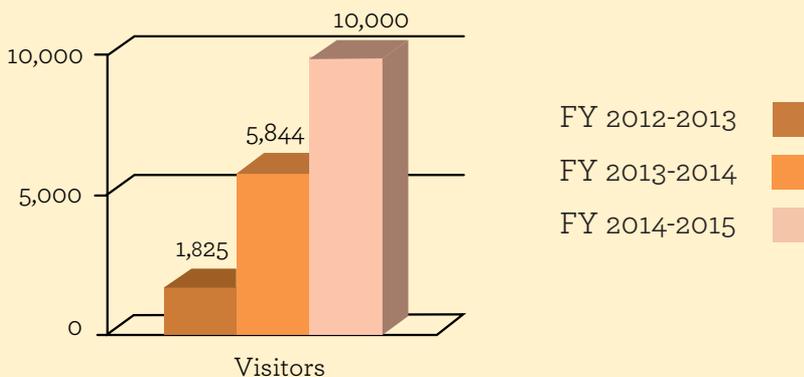


# Visitors

Between July 2012 and June 2013, before the Museum's History Hub opened, 1,825 participated in Museum programs and special events.

That number grew to 5,844 in the following twelve months, including almost 1,000 who came to the October 2013 Grand Opening of the Hub. Last year, two-thirds of the Hub's visitors were from Durham, and twenty percent were from outside North Carolina.

This year we are on track for 10,000 visitors at the History Hub. Not everyone who experiences the Museum does so at the Hub, however. Thousands visit our website, a growing number of outdoor History Groves, and exhibits in places such as Duke Regional Hospital, the American Underground @ Main Street, and the American Tobacco Campus.



# Volunteers



*Thanks for this warm, friendly place to share Durham's history*  
- Volunteer

*The Hub is an inspiration, allowing me to share my passion and learn at the same time.*  
- Volunteer

Volunteers are the engine that drives the Museum. From the Board of Directors to the History Advisory Committee, governance and guidance are handled by committed volunteers. Core volunteers staff the front desk and special events and pitch in to help on a regular basis – painting, building, fundraising or developing programs and exhibits.

*Volunteers contributed almost 4,500 hours to the Museum in FY2014 – that's a donation of time worth \$94,700!*

# Supporters

Your contribution to the museum is a gift to Durham and helps keep the History Hub's doors open to our community at no charge.

Here are a few reasons folks have gotten involved:

*“I’m fascinated by the changes in Durham”*

Your support comes at an important time for the Durham community. As we see so many changes happening in Durham, the Museum is building bridges between the past and the present.

*“I feel a sense of ownership in the Museum”*

Whether you are volunteering, supporting financially, sponsoring an exhibit, sharing a story in the Story Room, or adding your post-it note to the “tell us what we left out” wall, your contribution is essential to building a museum that belongs to the community.

*“Good public history makes good citizens”*

We believe that knowledge of our past can help Durham understand the present and shape the future.



Make a financial contribution by sending a check to the Museum of Durham History, PO Box 362, Durham, NC 27702 or make a secure payment online at [www.modh.org](http://www.modh.org)

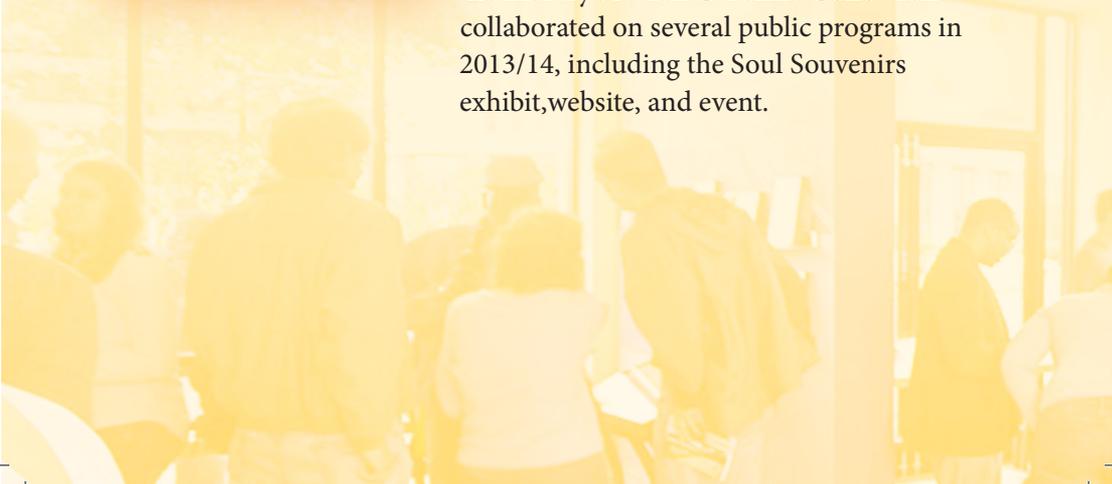
# Community Partners

Many, many Durham businesses and organizations collaborated with the Museum of Durham History in the Hub's early months of operation, demonstrating our community's grassroots museum support. To all of our partners, thank you! We haven't room to list all, but here are a few examples:

**The Heritage Alliance:** This group, spearheaded by the **Durham Convention and Visitors Bureau (DCVB)**, was instrumental in starting the Museum, and many of its members were participants in the Parade and Grand Opening. Members include **Bennett Place, Duke Homestead, Hayti Heritage Center, Historic Stagville, Preservation Durham, Parrish Street Project, and the Pauli Murray Project**. The DCVB worked with the Museum to create a map and driving directions from the Hub to key Durham cultural destinations.



**Durham County Library:** The Library is our go-to collaborator. In addition to working together on the opening exhibits at the History Hub and creating an archive for Story Room recordings, the Museum and the Library's **North Carolina Collection** collaborated on several public programs in 2013/14, including the Soul Souvenirs exhibit, website, and event.





**Local Schools:** In our first year, the Museum partnered with students and teachers from many schools across Durham, including **Durham School of the Arts, Durham Academy, Jordan High School, and YE Smith Elementary School.** Rising ninth graders enrolled in **Student U** curated one of the opening exhibits at

the Hub. The Museum also partnered with the **East Durham Children's Initiative** on history programs in the neighborhood.

**Colleges and Universities:** Interns from **North Carolina Central University** and **Duke University** have made a lasting impact on the Museum and gained experience in public history, marketing, and graphic design. Faculty from both institutions serve on the Museum's History Advisory Committee and bring students through the Museum to ground classroom experiences in the local community. Teachers and students at **Durham Technical Community College** created a weekly history column in the *The Herald-Sun*.

**Medical Institutions:** The opening exhibit on Durham's first hospitals was made possible thanks to support from **Duke Medicine** and initiated partnerships with **Lincoln Community Health Center** and **Duke Regional Hospital**, where the exhibit is currently on display.



# Program/Exhibit Highlights



*Keep up the work to keep our history known to future generations.*  
- Visitor



*Powerful! Thank you!*  
- Visitor



*So much in such a small place!*  
- Visitor



Have you ever seen a piece of our history?

Who else you have spotted one in a recent piece in Durham?

# Year Two

2014-15 will be the History Hub's first full year of operation. The Third Fridays Music Under the Gazebo series plus well-attended exhibits such as Soul Souvenirs: Durham's Musical Memories from the 1960s and 1970s, C is for Credit Union, and Hugh Mangum on Main Street: Portraits from the Early 20th Century made for a busy first quarter. In September, the Board of Directors held a half-day retreat to flesh out a long-range strategy with the direction and flexibility this dynamic organization needs.

Here's what to expect in the months ahead:

## Story Room:

- The Story Squad is up and running. This group of volunteers is honing their oral history skills and putting them to use in the Story Room.
- A Story Quilt, to be displayed in the Story Room, will showcase stories gathered so far.
- The McMannen Project will pair entrepreneurs from the current crop of Durham start-ups with longstanding Durham business owners. Story Room interviews will focus on a business's early days.

## Durham A-Z:

- Durham A-Z continues to explore, in alphabetical order, some lesser known aspects of Durham's history. We'll focus on Denim, ESP and Food, beginning in October, January and May, respectively. (The Food opening will be a very special event — watch for a Save the Date notice!)

## Main Gallery:

- Durham Beginnings|1865-1885 debuts in March 2015, in concert with local and nationwide commemorations of the end of the Civil War and the years that followed.

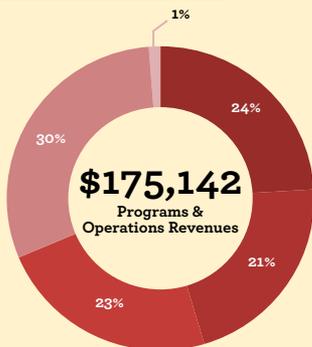
## Our Bull City:

- Citizen-curated exhibits on Durham architect George Watts Carr and the NCCU School of Law's 75th Anniversary plus a tribute to Coach John McLendon are on the OBC agenda.
- A couple of well-received Our Bull City exhibits will make a return during the winter months.
- The schedule is settling into a quarterly rotation with a new proposal process for individuals and groups interested in developing an exhibit.

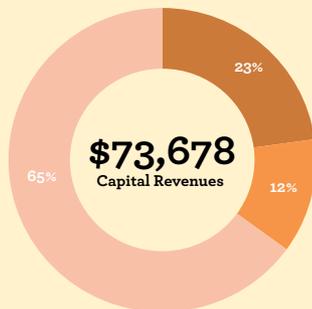
# Financial Story

The Museum's Grand Opening in October 2013 attracted significant cash and in-kind donations, providing valuable help in opening the doors of the Museum's home, the Durham History Hub. Cash sponsorships, grants from City and County Governments and five corporate and private foundations plus donations from hundreds of generous individuals made up \$248,820 in 2013/14 revenues.

## 2013/14 REVENUES



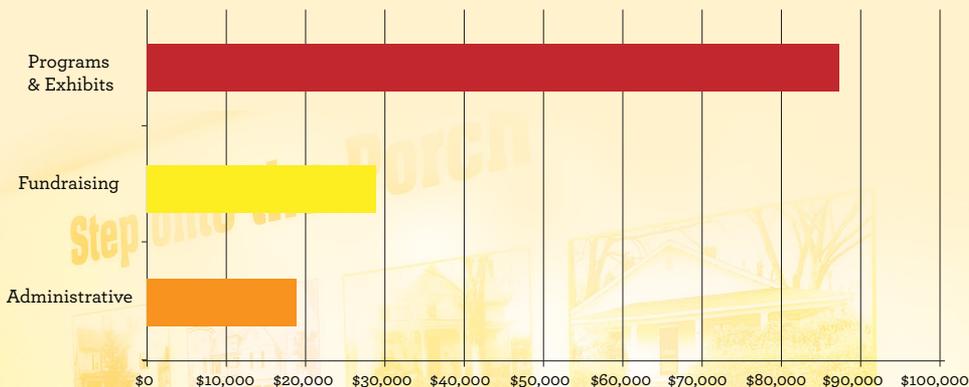
- Cash Sponsorships
- Corporate Donations
- Grants
- Individual Donations
- Other (Rentals)



- Corporate Donations-Exhibits
- Individual Donations-Exhibits
- Grants for Hub Upfit

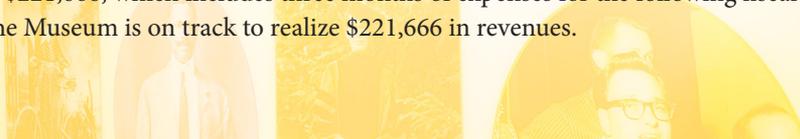
An additional \$23,876. in capital funding had been raised in the previous fiscal year for Hub upfit plus exhibit design and installation.

## 2013/14 OPERATING EXPENSES — \$135,234



For the 2014-15 fiscal year, the Board of Directors has adopted an operating budget of \$221,666, which includes three months of expenses for the following fiscal year. The Museum is on track to realize \$221,666 in revenues.

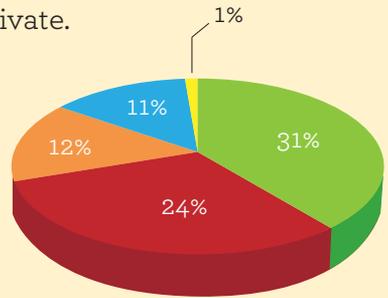
Have you ever noticed that all houses have front porches? In the past, the front porch was a place to get together. Who might you have spotted on a front porch in Durham?



# Donors 2013-2014

Between July 2013 and June 2014, 198 donors contributed \$248,820 to support the Museum of Durham History's capital, operating, and programming expenses. And in the years immediately prior, scores of visionaries lent their time, energy and expertise to create a firm foundation for the Museum's first physical space.

- Individual Donors
- Corporate donors
- Foundations, both corporate and private.
- City and County Government
- Rentals



## \$10,000 and Above

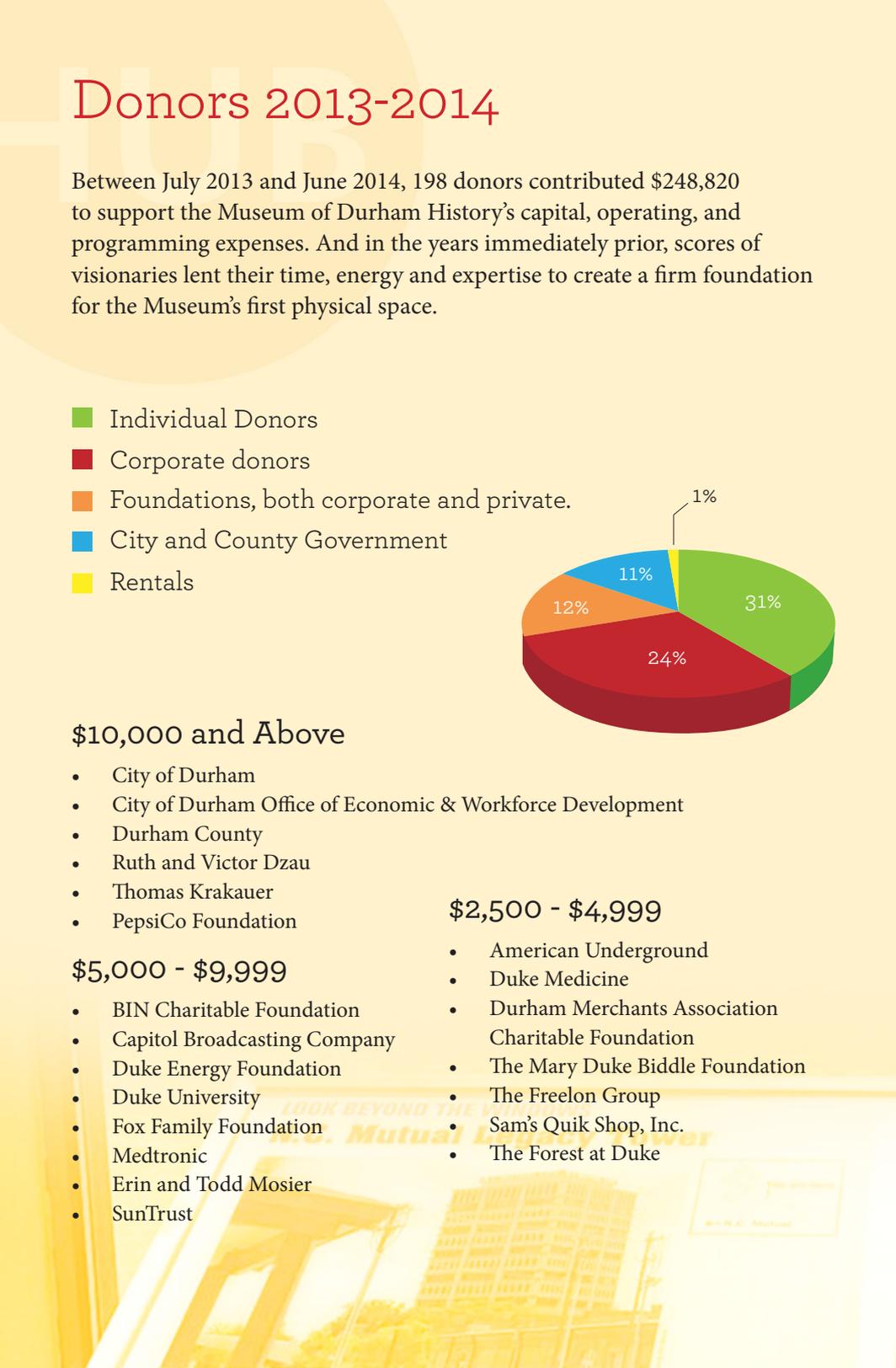
- City of Durham
- City of Durham Office of Economic & Workforce Development
- Durham County
- Ruth and Victor Dzau
- Thomas Krakauer
- PepsiCo Foundation

## \$2,500 - \$4,999

- American Underground
- Duke Medicine
- Durham Merchants Association Charitable Foundation
- The Mary Duke Biddle Foundation
- The Freelon Group
- Sam's Quik Shop, Inc.
- The Forest at Duke

## \$5,000 - \$9,999

- BIN Charitable Foundation
- Capitol Broadcasting Company
- Duke Energy Foundation
- Duke University
- Fox Family Foundation
- Medtronic
- Erin and Todd Mosier
- SunTrust



## Donors 2013-2014

### \$1,000 - \$2,499

- AICPA
- MaryAnn E. Black
- James Blaine
- Blue Cross Blue Shield of North Carolina
- Steven Channing
- Croasdaile Village
- Duke Credit Union
- Jane and George Goodridge
- Liggett Vector Brands
- Mechanics and Farmers Bank
- Lewis H. Myers
- North Carolina Mutual Life Insurance Company
- Suzanne and John Payne
- Elizabeth and Ralph P. Rogers
- SunTrust Foundation
- Mitchell Tuchman
- Holly Tucker
- West Village Apartments

### \$500 - \$999

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- Carolyn H. and Frank K. Borden
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- Womble Carlyle Sandridge & Rice, LLP
- Yadkin Bank

### \$200 - \$499

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- Kathy and David Bartlett
- Baskerville Fund of the Triangle Community Foundation
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- Borden Development
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- Thomas Galloway
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- Lee Street Construction
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- Dale Mosier
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- Jean and Charles Wilson
- Yarboro & Hessee Warehouses LLC

# Donors 2013-2014

## \$100 - \$199

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- William V. Bell
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- Phyllis Supple
- Grace and Robert V. Sweeney
- Leona and Willis Whichard
- Vera and Carl Whisenton
- Ginger and Gerald Wilson
- Jim Wise



## Up to \$99

- Susan Andresen and Brand Fortner
- Kathleen and Tucker Bartlett
- Natalie and John Beyer
- Jasper Bingham
- Nancy Blood and Cathy Chandler
- Julia Borbely-Brown
- Janet and Andrew Broughton
- Barrye M. Brown
- Signe and Eugene Brown
- Kathy Claspell
- E'vonne Coleman Cook
- Barbara and Joseph Collie
- Russ Comer
- Gretchen Cooley

## Donors 2013-2014

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- Peggy Hardy
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- Luke Hirst
- Preservation Durham
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- Marilyn J. and Everett J. Hughes
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- Janice M. Thomas
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- Mary Helen Watkins
- Eileen and James Welch
- Welcome Federal Credit Union
- Zenobia and George Wilson
- Barbara and Robert Yowell

Many thanks to the following who provided photos for the Museum of Durham History's 2013-2014 Annual Report.

Cover - Chuck Samuels, Museum staff, Natalie Dwigans, Brand Fortner

About the Museum - Museum staff, Frank White

Board of Directors - Jon Gardiner

History Hub Grand Opening - Frank White, News & Observer, Faith Couch

Visitors - Frank White

Volunteers - Museum staff

Members - Museum staff

Community Partners - News & Observer, Museum staff

Exhibits - Museum staff, News & Observer, Frank White

Donors - Natalie Dwigans

