2014–2015
BY THE NUMBERS

The Museum of Durham History completed its first full year of operation in 2014–15. Visitations increased, attracted by a lively roster of rotating exhibits, and financial support grew, allowing for expanded services and staff. Media coverage included CBS News and NBC America, and we were recognized as an exemplary community-based museum through invited participation in a session at the annual conference of the American Alliance of Museums. A visionary board adopted a three-year strategic plan and set to work on a broader, sustainable development program. 2014–15 was truly our benchmark year.

The Museum’s personal approach engages visitors through stories and involves the community directly in exhibit planning and execution. Last year, staff worked with twelve citizen curators who donated 264 hours to share their historical passions with the community. Thirty-nine different organizations partnered with the Museum to bring history alive through various events, programs and exhibits. Enthusiastic volunteers, the Museum’s lifeblood, ensured visitors a positive experience. Visitors spent more than four times the national average with our exhibits, and 93 percent gave the Museum a grade of A or B.

Stop by the Museum for rotating in-house exhibits and keep your eyes peeled throughout the community for our off-site displays about Durham’s past. This Annual Report connects the dots of last year’s story, painting a picture that continues to evolve.

The Museum was the perfect place for me to gather more information on my paper on Rosenwald Schools. The staff and other people who worked with the museum were extremely helpful in pointing me in the right direction … I am forever grateful for the museum and everyone who asked me this.

- KYRA LAMBERT, Duke University Freshman

201 DONORS
supported the Museum in 2014–2015.

"What a nice way to impart history without having it seem like a history lesson.
- ANGELA LEE, Executive Director, Hayti Heritage Center

1,174 MINUTES
of Durham history captured by the Museum’s Story Squad. Pizza, entrepreneurship and true love are just some of the topics found in the 34 personal stories contributed last year.

"Through several events and programs, including a recent pop-up exhibit, the Museum of Durham History has allowed me and a number of colleagues to share Durham’s railroad history with the public.
- TONY REEV, Senior Associate Director, Institute for the Environment, UNC-Chapel Hill

14 EXHIBITS
mounted last year, 11 at the Museum and three off-site, as we work to be Durham’s museum without walls.

"I live around the corner and find the museum so informative that I have visited several times. I have learned so much about Durham through the Museum, and I am passionate about supporting it.
- ROBERT GOFORTH, Vice President, Blue Cross and Blue Shield of NC

$637,110
The Museum’s estimated value to the local economy.

$108,000
dollar value of the 4,800 hours donated by 135+ volunteers.

"Recognizing and celebrating our ancestors is vital to the development of subsequent generations. Hearing stories of how predecessors overcame systemic cultural biases that threatened their very existence provides meaningful role models for young people in framing their own futures.
- SEELEN WELSH, President, ICLC, Inc.

15 HISTORY GROVES
completed or in the works. A bench, native plants, and plaque define these pint-size banquettes honoring creators of our unique community.

Museum of Durham History

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.

ADMISSION FEES CHARGED

DEDICATED BOARD MEMBERS
who guided the Museum through a year of exciting change.

LOCAL HISTORIANS
who helped curate, review and validate content as members of the Museum’s History Advisory Committee.

IMAGINATIONS SPARKED
EXPERIENCE GAINED

BOARD OF DIRECTORS 2014–2015

MICHAEL KEMPER
Alston Pullen Castleman & Kepl L.L.P.

HOYT TUCKER
Vice President, Commercial Relationship Manager, Banking Solutions Division, SunTrust Bank

CUSTER SLOAN, PLLC
Howell College of Arts and Sciences, North Carolina Central University

JIM WISE
Community Volunteer

RACHEL COOKSTREET
Director of Public Affairs and Government Relations, United Way of Durham County

JOYCE & SMITH
Community Volunteer

ROBERT GODFREY
North Carolina State Historical Society, NC Museum of History

EDWARD HOUSER, Ph.D.
Dean of Marketing and External Relations, NC School of the Arts

JAKE GOODWIN
CEO, Story Squad, Inc.

JACQUELINE CRAWFORD
Executive Director, Hayti Heritage Center

LINDA GAST
Executive, North Carolina Baptist Convention

RUTH KEAR
Community Volunteer, Chair

JASON P. WARD
Chair, Board of Trustees, Preservation Durham

SUE RAPP DUNKLE
Executive Director, American Underground, American Tobacco Campus

JAMIE BEAMER, Chair
Board of Directors, Durham Local History

WILLIAM R. WILSON
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Chief Financial Officer, NC HealthCare

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HOYT TUCKER
Vice President, Commercial Relationship Manager, Banking Solutions Division, SunTrust Bank

CUSTER SLOAN, PLLC
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JIM WISE
Community Volunteer

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