Museum of Durham History
2015-16 Annual Report

In its third year of operation, the Museum of Durham History extended deep roots in Durham’s cultural landscape. The watchword for this innovative community museum continued to be growth -- growth in visitors and growth in value.

Attendance increased by 60 percent, and we’re on track for another increase in the current year.

According to figures from the Durham Convention and Visitors Bureau, our economic impact has grown to more than $1 million a year, almost quadrupling in less than three years. Visitor dollars ripple broadly through restaurants and retail.

Modest in size, the Museum extended its reach through strong exhibit and program partners such as The Hayti Heritage Center and the Durham County Library. With Bike Durham, we flooded the streets during TWO History Bike Rides, and with Audio Under the Stars on Valentine’s Day, we warmed hearts with Durham love stories.

We mounted FIVE brand new exhibits in 2015-16, THREE curated by community members passionate about topics as diverse as trains, the Downtown Rotary Club and Durham’s first black physician, Dr. Aaron McDuffie Moore. Thousands learned the part Durham played in the Rise of Baseball Cards through a landmark partnership with The Durham Bulls.

Thanks for allowing the community to have an active role in writing Durham’s history!
Stephanie Pryor, Citizen Curator, Historic Russell School
Neighborhood-sponsored History Groves introduce individuals who’ve helped shape Durham’s personality and legacy. **NINE** groves were completed by last June, and **SIX** more will be dedicated this year. Learn about Louis Austin, Mutt Evans, John Hope Franklin, George and Mary Pyne and others in parks and public spaces around town.

The Museum piloted Sunday afternoon hours in 2015-16, bringing more families to the Museum. Many exhibits found longer lives through placement off site after their run at the Hub. You’ll find a bit of history now in the **Durham County Human Services Building**, the **Trust Building** (near the Durham Visitors Information Center) and the **Durham Bulls Athletic Park**.

Durham is earning solid value from a Museum investment, measured in both money and time. **Grassroots private support accounted for 84 percent of revenue dollars** through personal donations and sponsorships, making the Museum a truly community effort. The Museum recently launched **Pioneer Giving Circles**, a support opportunity spread over three years, as a way to build sustainable funding. **TWENTY-TWO** have already signed Pioneer pledges, greatly strengthening the ability of the Museum to be proactive in its planning.

Our corps of volunteers expand our capacity in a very real way, allowing us to deliver **more exhibits and programs** at a much lower cost.

**245 Donors** supported the Museum in 2015-16.

**$168,388**

Dollar value of 7696 hours donated by 100+ volunteers

I have learned so much about Durham through the Museum, and I am passionate about supporting it.

Robert Gofourth, VP-Operational Strategy and Performance, BCBSNC

(At Duke Regional Hospital) … we “discovered” your exhibit on the history of our local hospitals and were enthralled. Thank you for seeding such gems around Durham!

Chris Ogden, Durham Citizen
What is driving the results of the Museum this year?

During this fiscal year we shifted our fundraising focus from one-time sponsorships and donations to multi-year pledges. This approach will let the Museum plan better for our future, but in the short term, while we got the ball rolling, we had to reach into reserves. The one-time supplement is the difference you see between revenues and expenditures. Currently the Museum is replenishing its reserves, and thanks to the growing number of multi-year pledges, we are on track to deliver exciting new exhibitions for the community to enjoy.
PIONEERS

A group of committed Pioneers are nurturing this young museum’s growth. Donors who make multi-year pledges and foundations and donor-advised funds who make multi-year grants are being permanently recognized for their role in sustaining our early development.

Bull City ($50,000+) Ruth & Victor Dzau • Dr. Thomas H. Krakauer Durham Renowned the World Around ($30,000-$49,999) Capitol Broadcasting Company • Duke Health City of Innovation ($15,000 – $29,000) Duke University • Erin & Todd Mosier • Benjamin F. Speller, Jr. PhD Durham’s Station ($7,500 – $14,999) Robert T. Gofourth • Shelly Green & Reyn Bowman • Jean & Charles Wilson A Roaring Old Place ($5,000 – $7,499) Jane & George Goodridge • Carlton E. Wilson • Suzanne & John Payne Up to $4,999 Barbara Barr & Jerry Gershenhorn • Nancy Bernstein & Terry Seelinger • MaryAnn E. Black • Robert Chapman • Ralph Frasier • Dennis Martinez • Leanora Minai • Steve Schewel & Lao Rubert • Lee Ann & Larry Tilley • Jim Wise • Nancy & Steve Channing • Dennis Martinez

2015 – 2016 Annual Giving

Between July 2015 and June 2016, over 200 donors contributed to support the Museum of Durham History’s operating and programming expenses.

$10,000 and Above CBC/WRAL Community Fund of Triangle Communication Foundation • City of Durham • Durham County • Dzau Fund of the Triangle Community Foundation • Kraukauer Family Fund of the Triangle Community Foundation • The Snyderman Fund $5,000 - $9,999 212 W Main LLC • Duke Energy Foundation • Durham Merchants Association Charitable Foundation • Fox Family Foundation • PepsiCo Foundation $2,500 - $4,999 Baseball America • Duncan Heron • Mosier Family Fund • William Harrington $1,000 - $2,499 Acme Plumbing & Heating • AMP Charitable Gift Fund • Blue Cross Blue Shield NC • Frasier & Griffin, PLLC • Latino Community Credit Union • Lewis H. Myers • Mitchell Tuchman • North Carolina Mutual Life Insurance Company • Rachmuth Family • Robert D. Teer, Jr. • SunTrust Banks $500 - $999 Aaron Spaulding • Ann & William Kirkland • Beth El Synagogue • Danville Regional Foundation • Durham County Department of Public Health • Frank K & Carolyn H Borden Fund of the Triangle Community Foundation • Judith Snyderman • Lauren & Scott Spiegel • Lydia Lindsey • Marion & Wensell Grabarek • Rebecca B. Lee • Sandra & John Atkins • The Carolina Times • The Rosehill Charitable Fund • Tom Miller • Watts Hospital-Hillardale Neighborhood Association $150-$499 Backyard Fund of the Triangle Community Foundation • Banks Law Firm, PA • Cavett & Baker French • Charlie & Joy Dunlap • Claire & Allen Wilcox • Claire M. Doerschuk • David & Vivian Kraines • David Ball & Susan Pochapsky • Dr. Kimberly W. Moore • James Semans & Margaret Rich • James Stewart & Frances Dyer • Joseph H. and Barbara G. Collie Fund of the Triangle Community Foundation • Morgan Stanley • Renee Ann Weisner • Roxana and Edward Bosser • Sandy & Harvey Cohen • Sarah Russell • Scott Harmon • Tilley Family Fund of the Triangle Community Foundation • Tom Liebhold • Video Dialog Inc. • Watts-Hillardale Artwalk Up to $149 Albert Huey • Alecia Urmston • Andy Seto • Andy Stewart & Peggy Kinney • Ann Stuart & John Moore • Anna Jaffe • Anthony W. Reevy • Barb & Joe Spencer •
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