



Annual Report

HistoryMiami Museum

BEYOND OUR WALLS

Fiscal Year 2021

HISTORYMIAMI MUSEUM

SAFEGUARDS AND SHARES

MIAMI STORIES

TO FOSTER LEARNING

INSPIRE A SENSE OF PLACE

AND CULTIVATE AN ENGAGED

COMMUNITY

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FOTONOGGIN

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8



10



12

On the Cover: "This is Miami" artists stand before their collaborative work inside HMM's entrance space; photographed by FotoNoggin.

HMM Impact

Our collections grew
by nearly **30** objects



190
schools served

8 community outreach
events served

18,795
children and adults



City Tours delighted
and engaged
398
people



We served
5,481
K-12 educators



We
collaborated
with **34**
artists and
cultural arts
organizations

141,654
people
attended
in-person
and virtual
public
programs



5
special
exhibitions

485,831
children, youth and
adults served overall



27
New
Miami
Stories
collected



A Message From Our Leadership

Each year brings with it its own particular tasks and goals, but the single directive informing our every effort remains the same: **to do whatever we can, whenever we can, to better serve this community and share the vibrancy and diversity of Miami's historical DNA.** We thank you for supporting us in that endeavor, because it starts and ends with you.

So, we've continued to seek out voices across the community and identify areas where growth is needed in order to become a wholly inclusive institution, work that is leading everything we do museumwide and was underscored this past fiscal year in particular by:

Inaugural listening circles with a representative group of community partners facilitated with the help of South Florida People of Color, discussions that gifted us with exciting, grassroots ideas about how we can amplify our efforts and continue to create more meaningful community partnerships, further our work with youth in impactful and sustainable ways, and **extend HistoryMiami Museum's reach beyond our walls and onto our streets.**

Outreach initiatives that were expanded to include various partners serving the needs of our BIPOC community, including co-creating with individuals and entities from Liberty City, Doral, Little Haiti and Coconut Grove to develop more relevant and resonant programs and opportunities; ongoing investments in neighborhood economies and the sharing of more authentic lived experiences through new community-led tours; and seven new trustees added to our board toward building **a governing body that more accurately reflects the makeup of the community we serve.**

We're also extremely happy to share that - even as we continue to navigate the pandemic - we **met our fundraising goal twice over and served nearly 500,000 people** through our work.

The results of these efforts and others can be seen and felt across all aspects of HMM's evolving work, from exhibitions, programming and tours to staffing, community engagement and outreach. **We've made significant changes over the last fiscal year as we delivered on the commitments we made to you,** and we look forward to implementing many more as we move forward.

Again, we thank each of you for standing by us and being a critical part of our museum family. We are indebted to you for your generous support and insights.



Jorge Zamanillo



John K. Shubin

A handwritten signature in black ink that reads "Jorge Zamanillo".

Jorge Zamanillo
Executive Director

A handwritten signature in black ink that reads "John K. Shubin".

John K. Shubin
Chairman, Board of Trustees

In Our Community

The Children's Trust
Family Expo at HMM.



FOTONOGGIN

HMM serves our community not just by offering accessible, culturally relevant programming, but also by volunteering and supporting on-the-ground efforts that impact residents' day-to-day life.

We continued our longstanding support of the annual **Children's Trust Family Expo** by hosting a new, pandemic-era satellite iteration of the event on-site. More than 1,400 children and families enjoyed a carnival-like atmosphere that included stilt walkers, magicians, balloon and face-painting artists, arts and crafts stations, games and a hands-on music workshop, while parents and caregivers were able to explore hundreds of countywide organizations that provide crucial resources for children and families in such areas as child care and after-school programs, STEM and arts education programs, health and wellness, family services, and inclusion and accessibility.

A community partnership with **Village (Free)dge** - which was founded by Sherina Jones in partnership with nonprofit organization The Roots Collective and



HMM staff and volunteers at a Bridge to Hope event.

its owners, Isaiah Thomas and Danny Agnew - was established at the height of the pandemic to help alleviate food insecurity in Liberty City. It included museum educators gathering food and supplies for distribution over the 2020 Thanksgiving and year-end holidays. Birthday kits were also created, donated and distributed at food drives by staff to encourage folks to celebrate even during difficult times. Support for this initiative continues through regular outreach, during which our educators and other staff members sort through and package food donations and engage with community members



A Football Unites tour group in HMM's historic trolley.



at distribution events. A similar partnership with **Bridge to Hope** also provided food insecurity support throughout the county.

We also continued our collaboration with the **Miami Dolphins** through **Football Unites Cultural Tours**, a series which engages diverse groups to improve relationships, foster understanding and provide opportunities to experience the many cultures of South Florida.

Community drive-ups and other events with partners such as **Arts4All**, **Belafonte Tacolcy Center**, **Citrus Family Care Network**, **Early Learning Coalition of Miami-Dade/Monroe**, **Help Me Grow Florida**, **Miami Book Fair** and **Miami-Dade County Parks, Recreation and Open Spaces** brought meals, children's books, HMM activity totes and awareness of available children and family programs at the museum and countywide to the community.

And in the summer of 2021, the museum and its staff answered a call from **Miami-Dade County**



The Champlain Towers South memorial.

and the town of **Surfside** to assist in collecting and preserving hundreds of photographs, letters, signs and other objects that made up the memorial for the **fallen Champlain Towers South**.

Education



A museum educator with a component of our teaching collection.

FOTONOGGIN (EXPO)



Family Fun Day

HMM remains committed to serving South Florida's students, teachers, caregivers and adult learners through school programs, outreach, adult and family programs, and City Tours as we bring more than 10,000 years of area history to vibrant, relevant life.

School programs provide age- and grade-level appropriate experiences while focusing on different learning modalities. They include on-site programs (pre-k4 to grade 12), historic site visits with an HMM educator (grades 3-12), classroom visit programs (pre-k4 to grade 12) and virtual field trips. We engaged with approximately 190 schools during our fiscal year.

These programs offer immersive, hands-on museum explorations with **A Day @ the Museum**; interactive mobile museum encounters with **Museum on the Go!**; engaging tours of historic sites with **'round Town**; and **guided and self-guided virtual tours** like "Making Miami Home" – an exploration of the women and Native Americans, Black, Afro-Caribbean and Latinx/Hispanic peoples of South Florida – and "The Green Book," which examines the travel guide for Black American motorists first published in 1936, during the Jim Crow era. One particular highlight of the fiscal year was **"In Conversation with Barrington Irving,"**

an interactive virtual chat and Q&A with the Miami-based and Jamaican-born Irving, who was the youngest person at the time and still remains the only Black American to fly solo around the world. All school program curricula include comprehensive **educator resources**.

Programs that encourage kids and their caregivers to enjoy learning together create a foundation for and excitement about lifelong learning, something HMM supports through monthly **Free Family Fun Days** - where children and families can take advantage of art and music activities, storytelling and mini tours of the museum, with American Sign Language interpreters on-site - and thoughtful partnerships with fellow stakeholders, such as our **virtual story time** initiative with the Early Learning Coalition of Miami-Dade/Monroe. The program brought **high-quality children's literature to more than 700 child care centers and family child care homes**, with museum educators reading such diverse and representative titles as *Hair Love*, *Too Many Tamales* and *Eyes that Kiss in the Corners*.

City Tours provide a wide-ranging selection of educational opportunities for participants of all ages to discover South Florida's sights, sounds and cultures. In the last fiscal year, these adventures included walking and boat tours of **Little Haiti, Little Havana, South Beach's art deco district, the Miami River, Coconut Grove, Stiltsville** and **Key Biscayne**, and **downtown Miami**. Tours are led by museum and community educators, and HMM's resident historian, Dr. Paul George.

Embedded museumwide - and reflected in our upcoming new website - are **accessibility and inclusion**, with noise-reducing headphones, large-print handouts of exhibition label text, museum maps, assistive listening devices, portable seating and manual wheelchairs always available. **Sensory backpacks** that include such objects as fidget toys, an activity book, weighted plush toy and emotion cards may be checked out during museum visits free of charge. Further accommodations may also be requested prior to visiting, including sign language interpretation for scheduled programs, and modifications to guided tours to suit varying student and adult learner needs.



Accessibility support includes ASL interpreters during museum visits.



City Tours in Little Havana.

Exhibitions & Collections

Urban Tranquility:
Photographs by C.W. Griffin
on the museum's plaza.

HM HistoryMiami Museum
North Building



HMM strives to present exhibitions that speak directly to conversations happening in our community and inform our collective history.

Urban Tranquility: Photographs by C.W. Griffin

was curated by award-winning Haitian American photojournalist Carl Juste and featured Griffin's photographic exploration of a one-block area in downtown Miami surrounding Government Center, an environment that provides both graphic and visual movement and a sense of serenity in the busy urban core. A partnership with Miami Downtown Development Authority facilitated the creation of a **satellite iteration of the exhibition** at a Flagler Street storefront.

Muhammad Ali in Miami: Training for the "Fight of the Century" was a visual chronicle of the heavyweight's time training at Miami Beach's famed 5th Street Gym in preparation for his March 8, 1971, bout against Joe Frazier. The exhibition showcased our acquisition of the "ALI/MIA" portfolio - 20

gelatin silver photographs taken by Pulitzer Prize-winning photographer Larry Spitzer and Jebb Harris of Louisville, Kentucky's *Courier-Journal* selected and handmade by photographer and Miami native Andrew Kaufman.

It's a Miami Thing: Highlights from Our Collection

coincided with the city's 125th birthday celebrations and invited the community to explore highlights from HMM's vast collection of artifacts and archival materials reflecting the uniqueness of our city. These included unearthed Tequesta artifacts from 800 CE, Seminole patchwork clothing, prints from naturalist John James Audubon's *Birds of America*, a cape from famed astrologer Walter Mercado, and the neon "Burdines" sign that marked the iconic local retailer's flagship store downtown. In a separate nod to our city's history, we later unveiled a special **textile art mural of Julia Tuttle**, often referred to as the "Mother of Miami," created by PLY-MIAMI Fiber Art Collective.

The museum also collaborated with the Miami-Dade County LGBTQ Advisory Board for ***Love is Love***, a community gallery show celebrating LGBTQ+ artists and figures, and commissioned Diaspora Vibe Cultural Arts Incubator, its curator, **Rosie Gordon-Wallace**, and Miami-based Caribbean American artists **Asser Saint-Val**, **Izia Lindsay** and **Rosa Naday Garmendia** to create a **new mural in the South Building lobby** that answers the question, “What makes Miami, Miami?”

HMM possesses **tens of thousands of three-dimensional artifacts**, as well as **millions of visual and paper materials**, including photographs, prints, letters, diaries, architectural records, maps and newspaper clippings - including a *Miami Herald* clip collection spanning a roughly 40-year period between the 1940s and the 1980s - among other objects. Our collections work continued apace in acquiring, preserving, cataloguing and making these

items available for public display and study.

Collecting 2020, originally a rapid-response collections initiative meant to secure objects that document the pandemic’s impact on our community, quickly morphed into a more expansive endeavor that also gathered and presented symbols of Miami’s racial reckoning and election experiences. Public contributions included Black Lives Matter signs, the Grim Reaper costume worn by a local COVID-19 awareness activist, and campaign flyers from Miami-Dade County’s first woman mayor, Daniella Levine Cava.

The acquisition of **“Toby the Robot,”** a beloved character on Channel 7’s kid shows and a household name among tens of thousands of South Florida children and families, was also a collections highlight, as was an **airboat**, a **dugout canoe made by former artist-in-residence Pedro Zepeda** and Randy Henning’s collection of materials on **the work of architect Alfred Browning Parker**.

FOTONOGGIN



It's a Miami Thing: Highlights from Our Collection

Programs & Events



Delou Africa Dance Ensemble



Susana Behar



Sip of History

All special programs and events at HMM are driven by a commitment to provide diverse culturally and socially significant experiences.

Our **Heritage Spotlight Artist-in-Residence Series** – now in its 11th year – highlights Miami-area traditional artists through performances, workshops and participation in public events. Featured artists this past fiscal year were West African folklore company **Delou Africa Dance Ensemble**, a collective of talented musicians, dancers and storytellers, and Cuban Jewish performer **Susana Behar**, who sings traditional Sephardic and Latin American folk songs.

Attendees of our **Cultural Encounters** series were immersed in **Haitian food and folktales with storyteller Ketsia Theodore-Pharel**, traditional **Jamaican cuisine at Jamaica Kitchen**, and **Basque jai alai at the Casino at Dania Beach**.

Sip of History, a program that dips into South Florida's past and present through conversations with artists, activists and community stakeholders across disciplines as they enjoy craft cocktails, delighted participants with adult concoctions rooted in **Afro-Cuban** and **Latin American** culture.



Cultural Encounters tour at the Casino at Dania Beach.

Led by HMM's beloved resident historian, **In Class with Dr. George** continued to be a coveted ticket, with dynamic guest speakers informing discussions centered around various facets of South Florida history.

Our annual **CultureFest 305**, sponsored in 2020 by the National Endowment for the Arts and Jackson Health System, was presented virtually and provided online performances, workshops and demonstrations highlighting **Native American, Cuban, Haitian, Japanese, Sephardic and Latin American traditions**.

Executed virtually, the **27th Miami International Map Fair** presented 34 dealers from around the globe to showcase unique maps, atlases and globes. Fairgoers attended lectures by experts to learn more about cartography, including "**Discovering the Cartographic World of Joseph Jacinto 'Jo' Mora,**" "**Mapping the Transformation of the American Landscape During the 19th Century: The Price of Progress?**" and "**Digital Cartography: Connecting the Past to the Future.**"



Member Programs



Harold Holzer



Edna Greene Medford,
Ph.D.



Ted Widmer,
Ph.D.



Chief Justice
Frank J. Williams

We thank our members – a core financial support of the museum and **632 members strong** in 2020-2021 – for standing by us through the difficulties of the past two years. HMM membership includes a wealth of exclusive benefits, from early access to new exhibitions and private tours to engaging one-off programs both on- and off-site.

The 12th annual **Presidential Symposium**, a longtime favorite annual program, looked at the legacy of Abraham Lincoln's election and ascension to the presidency with a distinguished panel that included retired **Chief Justice Frank J. Williams** of Rhode Island, chairman emeritus of The Lincoln Forum, author of *Lincoln as Hero*, and an expert on the legal issues of the Civil War era; **Ted Widmer, Ph.D.**, distinguished lecturer at the Macaulay Honors Program, City University of New York; **Edna Greene Medford, Ph.D.**, an expert on 19th century United States and African American history and professor and chair in the department of history at Howard University in Washington, D.C.; and moderator **Harold Holzer**, Jonathan F. Fanton director at the Roosevelt House Public Policy Institute at Hunter College, author and noted Lincoln scholar.

Writer and conservationist James A. Kushlan discussed his book *Seeking the American Tropics: South Florida's Early Naturalists*, a journey he began with Ponce de León and followed through to the 20th century.

Lauded South Florida-based **meteorologists Bryan Norcross and Betty Davis** examined our stormy past and vulnerable future with **"Will Miami's Hurricane Past**



The 12th annual Presidential Symposium explored the election and presidency of Abraham Lincoln.



*It's a Miami Thing:
Highlights from Our Collection*

Collide with the City of Tomorrow? – a look at new technology, hurricane preparedness and the impact of climate change.

"It's A Members Thing" invited members to enjoy a special preview and private curator tours of our *It's a Miami Thing: Highlights from Our Collection* exhibition.

Delirious Miami author **Andrew Clum** and **University of Miami professor and architect Allan Shulman** engaged with members during **"Form Follows Finance,"** an informal, interview-style chat on local architecture.

And we shared the museum's ongoing plans and progress – and expressed gratitude to members and trustees – at our **81st Annual Membership Meeting**, presented virtually.



"It's a Members Thing"

In the Media

Sequined capes and letters to Julia: HistoryMiami puts its most-Miami stuff on display

BY MICHELLE SOLOMON FOR ARTBURST MIAMI
JULY 27, 2021 2:07 PM

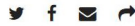


PHOTO COURTESY OF HISTORYMIAMI MUSEUM



100,000+
Distinct
Social Media
Engagements

THE WALL STREET JOURNAL.

SIGN IN



Surfside Memorial Wall Items Removed, Preserved By HistoryMiami Museum

By Karli Barnett August 30, 2021 at 11:25 pm Filed Under: Condo Collapse, HistoryMiami Museum, Karli Barnett, Local TV, Miami News, Surfside



MIAMI (CBSMiami) - After more than two months, the memorial wall in Surfside has been taken down.

The marketing team at HMM works tirelessly to promote the museum - not just locally, but on a national and global scale - to keep our work in the public eye and the community aware of the robust programming and resources that we provide.

Media coverage for HMM in the past fiscal year included mentions in local broadcast news, the *Miami Herald*, *The Wall Street Journal*, "Today," The Associated Press, the *Guardian*, CBS Radio, "Bloomberg News," *Sugarcane Magazine* and *Caribbean Today*, to name just a few.

Work that received widespread media coverage includes **Collecting 2020**. The public contribution request component of this collections initiative kicked off with a news conference featuring Daniella Levine Cava - Miami-Dade County's first woman mayor - Miami Heat TV courtside host/reporter Jason Jackson, who donated a jersey emblazoned with "Black Lives Matter," and Daniel Uhlfelder, the local attorney who walked Florida's beaches dressed as the Grim Reaper to protest Gov. Ron DeSantis' handling of the COVID-19 pandemic.

A virtual panel for ***Muhammad Ali in Miami: Training for the "Fight of the Century"*** with historian Marvin Dunn, Ph.D.; boxing historian Ramiro Ortiz;

former Louisville *Courier-Journal* staff photographer Jebb Harris; photographer Andrew Kaufman; and moderator Jorge Zamanillo, HMM's executive director, also received many nods from the press. The exhibition coincided with the 50th anniversary of the famed match between Ali and Joe Frazier.

Various partnerships kept HMM top of mind as we served the community, such as a collaboration with **Versailles Restaurant**, which involved careful effort from our collections and **Miami Stories** teams – the latter an ongoing project that gathers first-person stories of life in the city via written, oral or video accounts – to help document the 50-year history of this iconic local Cuban eatery.

Another important partnership was forged with **The Miami Times**, the country's longest-running Black newspaper, to highlight stories of notable Miami entities and individuals of color, including **Florence Gaskins**, **Athalee Range** and the **Historic Black Police Precinct Courthouse**.

Other collaborations included teaming up with the **Miami Heat** to share video stories of Black Miami – such as the beginnings of Coconut Grove and the contributions of **Mariah Brown** to its history, and **Key Biscayne's role in the Underground Railroad** – that were aired during games and could be found on the Heat website and on HMM's social media channels.

And our role in saving the messages of love and sorrow from the **Champlain Towers South memorial wall in Surfside** was heavily documented in both broadcast and print media. The collections team spent hours carefully removing, packing and storing the heartbreaking notes and mementos left by those who lost loved ones in the tragedy.



Miami Heat collaboration video shoot with historian Marvin Dunn, Ph.D.



1,047

Total media mentions



**Nearly
32,000
Instagram
Followers**

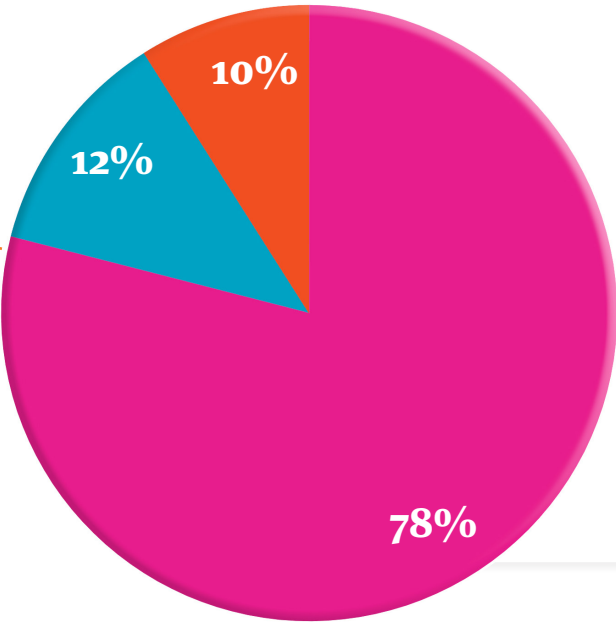


**More than
26,500
Facebook
Followers**






**20,000
Twitter
Followers**

Financial Snapshot – Our Year in Review



Expenses

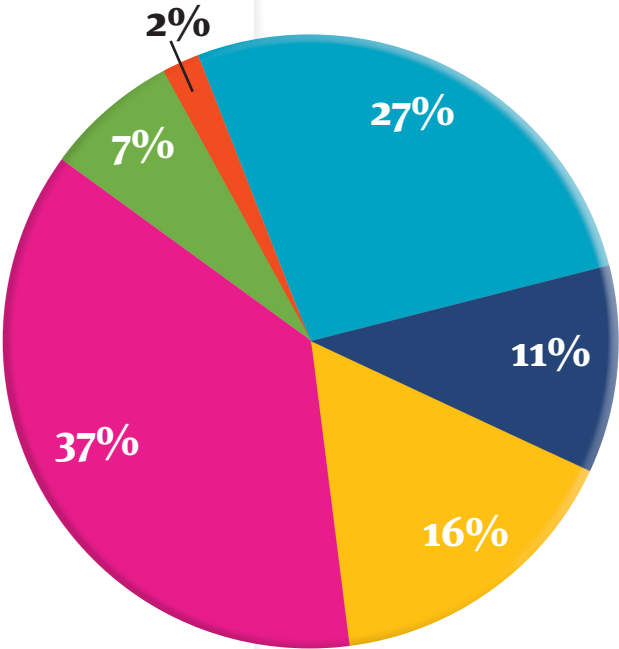
(In Percent, FY20-21)

	Program Services	4,040,515
	General and Administrative	624,543
	Fundraising and Development	491,103
	Total	5,156,161

Revenue

(In Percent, FY20-21)

	Business Activities	138,721
	Contributions/Fundraising & Foundation/Trust Grants	1,009,883
	Donated Use of Facilities	1,617,648
	Endowment Transfer	650,000
	Local Government Grants	2,236,352
	PPP Loan Forgiveness	440,600
	Total	6,093,204



Financial Position*

	Total Funds	
	Museum	Endowment
	2021	2020
Assets	4,170	19,365
Liabilities	674	-
Net Assets	3,496	19,365

Financial Activity, Museum*

	Total Funds	
	2021	2020
Operating Revenue	5,000	5,236
Operating Expenses	5,156	5,291
Increase (Decrease) in Operating Net Assets	156	55
Increase (Decrease) in Other Assets	650	630
Total Increase in Net Assets	494	575

Growth in Net Assets*

● Museum ● Endowment

Total

2017	1,915	15,323	17,238
2018	2,143	16,186	18,329
2019	1,969	16,257	18,226
2020	2,559	16,484	19,043
2021	3,496	19,365	22,861

* In thousands of dollars

Our Donors

\$1,000,000 +

Miami-Dade County

\$999,999 - \$100,000

National Endowment for the Humanities
Michael & Julie Weiser

\$99,000 - \$25,000

Sara S. Ellenburg Endowment
The Kirk Foundation
National Endowment for the Arts
Susannah & John Shubin
State of Florida: Florida Department of Cultural
Affairs

\$24,999 - \$10,000

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\$9,999 - \$5,000

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\$4,999 - \$1,000 Continued

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Michael Knoll, Director of
Curatorial Affairs &
Chief Curator
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Director of Education
Lori Penaloza, Director of Finance

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Rachel Krigser
Nilka Maisonet
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Morgan Massa
Hector Ramos
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Mark Ruiz
Alina van Ryzin
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Manuel Yow
Yane Zumaran

RESIDENT HISTORIAN

Paul George, Ph.D.

PEOPLE ARE TALKING



“HistoryMiami has contributed enormously to diverse cultural diffusion. And thanks to all the programs that this museum offers we can get to know about the history, the people, the traditions ... and what really makes Miami, Miami.”

– ROSMY CAMARGO, PUERTO DE ORO DE COLOMBIA

“Oftentimes our stories are not shared or not talked about or dismissed or erased ... Having a space where we saw our history present in a place like HistoryMiami Museum made it feel valid.”



– DANI DOMINGUEZ, YES INSTITUTE



“The programs at HistoryMiami are unique in that they cater to the needs of the educator, and the fact that the educator knows what is best for his or her students, is valued highly. That is what I appreciate the most.”

– MICHELLE KELLY, M-DCPS EDUCATOR

“I think [the Seminoles] are a really integral part of the history of the entire state of Florida ... It’s important to know the history of the area and who was here and all the different groups that played a role in what Miami has become today. HistoryMiami does that.”



– PEDRO ZEPEDA, SEMINOLE ARTIST



“It was important for us to have our own exhibit at HistoryMiami Museum. If you do not tell history, if people don’t learn from history, then it’s bound to happen again.”

– CARMEN VALDIVIA, OPERATION PEDRO PAN GROUP



HistoryMiami Museum

101 West Flagler Street

Miami, FL 33130

305.375.1492

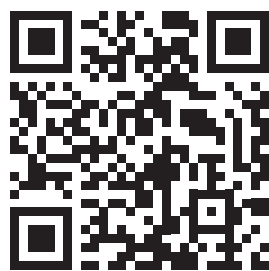
e.info@historymiami.org

www.historymiami.org

Open 10 a.m. - 4 p.m., Wednesday - Saturday

Open noon - 4 p.m., Sunday

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