

Annual Report 2024

October 1, 2023 – September 30, 2024

BUILDING A BETTER MIAMI **HistoryMiami Museum**





**HistoryMiami Museum
safeguards and shares
Miami stories to foster
learning, inspire a sense
of place and cultivate an
engaged community.**

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A Message From Our Leadership

Miami has always been drawn to the new and the bold. As a young city, still defining its story, we continue to shape our identity, build the values that unite us and set a course for our future – one that becomes clearer when viewed through the lens of history.

This past fiscal year brought significant challenges that tested our resilience, including facility maintenance issues that required us to close at least one of our buildings for nearly half the year. Yet despite these setbacks, we remained steadfast in our mission of sharing Miami's stories – both past and present – and still welcomed nearly 27,000 visitors to the museum. In fact, the success of *Mythic Creatures: Dragons, Unicorns & Mermaids*, which opened the year prior but ran through the first six months of the fiscal year we're highlighting in this report, helped bring our admission numbers back to prepandemic levels, reinforcing the community's deep engagement with our work.

We also proudly presented the first exhibition supported by our Photography Fellowship program with *Sanctuary: Our Sacred Place*, a compelling series of images by Miami-based photographer Woosler Delisfort. His work beautifully captures the spiritual origins of Miami's Indigenous, African and Caribbean communities, documenting sacred spaces that serve as sources of empowerment. As part of this initiative, a selection of Delisfort's work has been added to our permanent collection, preserving these arresting images for future museumgoers.



Natalia Crujeiras

CEO & Executive Director



Michael D. Gold

Chair, Board of Trustees

Equally inspiring is our related Youth Photography Fellowship, which provides young Miamians with mentorship, workshops and photography equipment to help them find their voices and document their own communities. This investment in the next generation underscores our belief in the power of history to shape identity and build a shared sense of belonging.

Through the last 85 years – as we’ve met challenges and celebrated triumphs – HistoryMiami Museum has remained a vital force in telling the stories of our city. We stand committed to illuminating the past, strengthening the present and shaping Miami’s future with bold hope and conviction. What makes us Miamians? What makes us American? These are the questions we continue to explore together.

Now, more than ever, our collective history reminds us of our strength, resilience and humanity.

With gratitude,

A stylized, handwritten signature in black ink, consisting of a large, looped 'N' and a long, sweeping horizontal line.

Natalia Crujeiras

A stylized, handwritten signature in black ink, featuring a series of connected loops and a long, sweeping horizontal line.

Michael D. Gold

EXHIBITIONS & COLLECTIONS


Miami's stories are your stories

In addition to five core exhibitions, we present temporary showings that reflect community interests and take an even deeper dive into the pages of our shared history book.

Sanctuary: Our Sacred Place presented the work of Little Haiti-based photographer Woosler Delisfort, our inaugural photography fellow. These 100-plus powerful images captured moments of divine connection in temples, churches and mosques. An online exhibition of the work rendered by our Youth Photography Fellowship cohort was shown in tandem. ***Mythic Creatures: Dragons, Unicorns & Mermaids*** – presented alongside the local lore-focused ***Mythic Miami*** – explored how different cultures across the globe imagine otherworldly beings.



26,846 on-site
museum visitors



300+ attendees to the opening
of *Sanctuary: Our Sacred Place*

Our Community Gallery hosted Arts4All's **Mystic Creatures & Art Therapy**, which showcased the creative works of local K-8 students; **100 Years of Jai-Alai in Miami**; **Miami Magnet Schools Through the Years**; and **Gwendolyn S. Cherry: Seven Years on the Hill**, a collaboration with Rep. Ashley Gantt and The Black Archives. And a partnership with Washington Avenue BID allowed us to present a special off-site exhibition that explored how Muhammad Ali's title fight against Sonny Liston – and the time he spent in Miami training for the historic bout – impacted the rest of his life.

We also added 570 objects to our permanent collections – including a 1964 WQAM interview with The Beatles promoting their Miami Beach concert, an Anita Bryant protest tote and a portable organ from The Church of God Tabernacle – and served 1,210 patrons in person and online through our Research Center.

PROGRAMS & EVENTS

A kaleidoscope of Miami's cultural history

The South Florida Folklife Center brings history to life through our annual, much-anticipated **CultureFest 305** folklife festival; the longtime **Heritage Spotlight Artist-in-Residence Series**, which this fiscal year featured Korean martial arts master Sangwon Jeong and dance ensemble Ballet Folklórico Aires Panameños; and our uniquely interactive **Cultural Encounters** adventures.



2,636 people served through public programs & events



9 Artist-in-Residence workshops and performances



1,200+ attendees at CultureFest 305 2023



94% of surveyed CultureFest attendees described the event as "very good" or "excellent"

EDUCATION

Engaging every member of our community

School programs and educator support that serve pre-K through grade 12 students and their teachers. **Walking and boat tours** that lead locals and visitors to Miami's landmark and architectural gems. Eye-opening **explorations of regional history** with our beloved resident historian, Dr. Paul S. George. Powerful conversations that amplify Miami's stories through our **Sip of History** series. Bespoke private programs and tours that take a deeper dive into myriad aspects of Miami history. And **Family Fun Day** and **Sensory Day**, engaging, educational, family-bonding initiatives that welcome children and adults of all abilities. This is what our education programming brings to the community.



4,323 children & youth served
through 146 school programs



100 educators
supported



3,670 participants across
79 adult programs



7,248 visitors served
through FREE family programs

MEMBER PROGRAMS

VIP access to everything we offer

Our members – who provide essential support to our work and serve as our ambassadors in the community – enjoy a host of benefits, including **members-only tours of new exhibitions**, social meetups and excursions, **invites to exclusive receptions**, and **discounted museum experiences** and education programs.



9 exclusive event invites



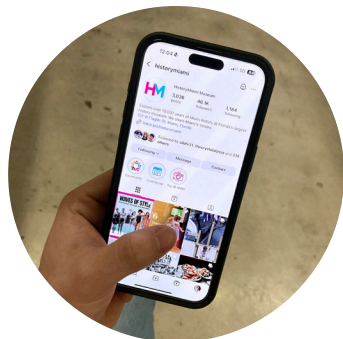
697 members

105 free memberships
gifted to educators!





1,700+ print & online media mentions!



114,000 followers across all social media channels



224,662 people reached through influencer partnerships



Four quarterly calendars and year-round e-blasts landed in **34,000+** subscriber inboxes

MARKETING

Staying on the public's radar

Keeping HistoryMiami and our work a topic of conversation drives our marketing team to new heights year after year! Highlights from the past year include:

A Black History Month collaboration with influencer Keymia Sharpe that shared stories of Miami's Black neighborhoods, reaching more than **250,000** people.

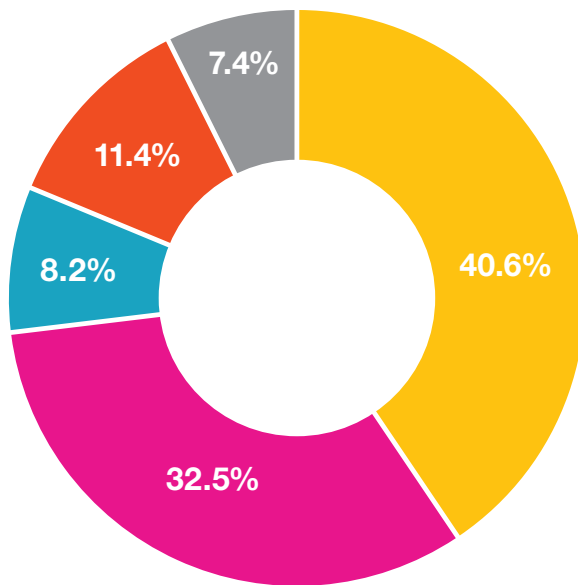
Reaching **180,000** people on social media – the year's highest-performing post! – by sharing the haunted history of the iconic Biltmore Hotel.

A partnership with Washington, D.C.'s International Spy Museum, which featured our respective resident historians, Dr. Paul S. George and Dr. Andrew Hammond, that told the story of the Cuban Five, the infamous group of intelligence officers arrested in Miami for conspiracy to commit espionage, murder and a host of other crimes.



FY24 Resources Rebound

Our endowment has shown overall growth, which helps ensure long-term sustainability, while our total resources rebounded post-COVID (FY20) and have remained relatively strong.



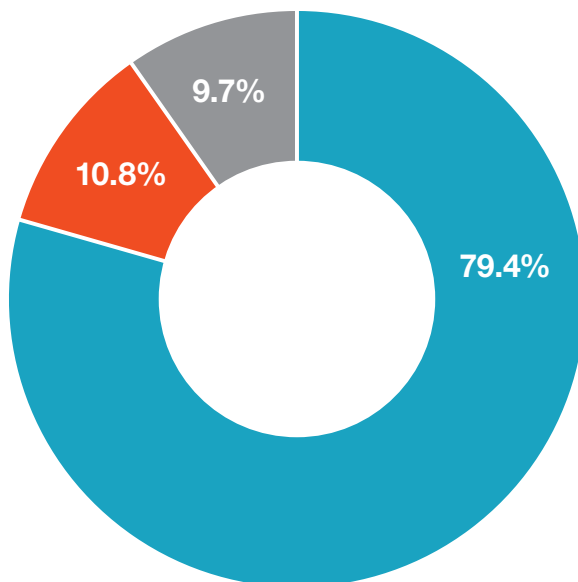
Revenue

USD

Local Government Grants	2,316,882
Donated Use of Facilities	1,857,598
Contributions	466,112
Endowment Transfer	650,000
Earned Income	421,029

Grand Total

5,711,621



Expenses

USD

Program Services	4,676,602
General & Administrative	637,118
Fundraising & Development	573,995

Grand Total

5,887,715

Financial Position (Thousands of USD)

	Museum	Endowment	FY24	FY23	FY22	FY21	FY20
Assets	2,640	17,649	20,289	19,863	19,692	23,535	19,947
Liabilities	454	-	454	451	471	674	904
Net Assets	2,186	17,649	19,835	19,412	19,221	22,861	19,043

Financial Activity (Thousands of USD)

	FY24	FY23	FY22	FY21	FY20
Operating Revenue	5,712	5,015	5,041	5,000	5,236
Operating Expenses	5,888	5,649	5,668	5,156	5,291
Increase (Decrease) in Operating Net Assets	(176)	(634)	(627)	(156)	(55)
Increase (Decrease) in Other Net Assets	650	650	325	650	630
Total Increase (Decrease) in Net Assets	474	16	(302)	494	575

Growth in Net Assets (Thousands of USD over 5 years) ● Museum ● Endowment

FY24	2,186	17,649	19,835
FY23	2,189	17,223	19,412
FY22	3,138	16,083	19,221
FY21	3,496	19,365	22,861
FY20	2,559	16,484	19,043

Our Donors

October 2023 – September 2024

We want to thank our generous supporters that truly love Miami and believe in the power of its history. For a complete list of all donors, including those who gave up to \$249, please visit HistoryMiami.org/donors.

\$1,000,000+

Miami-Dade County

Matthew W. Lazenby

Jean and Bill Soman

\$100,000–\$999,999

Ansin Foundation, Inc.

\$2,500–\$4,999

Robert B. Battle

Bill Bermont

\$50,000–\$99,999

Julie and Michael Weiser

Mark Brooks

Codina Partners

Tash Elwyn

\$25,000–\$49,999

Miami Downtown

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Development Authority

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Ronald Kohn

The Batchelor Foundation

Iris Guzman Kolaya

The Kirk Foundation

Taylor A. Kushner

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National Endowment for the Arts

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\$10,000–\$24,999

Cafe Bustelo

Elissa Vanaver and Roman Lyskowski

State of Florida, Department of State

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Stephen Ziemiński

Foundation

\$1,000–\$2,499

Jeffrey S. Bass

\$5,000–\$9,999

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\$500 to \$999

Anonymous
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\$250–\$499

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Alberto Sigarroa
Stephen Smith
Eduardo Stern
Kemp C. Stickney
Michael B. Troner and
Deborah S. Troner

Giving people something to talk about

Fill in the empty quote boxes with your own HM experiences!



“

My kids loved the sensory room – it was an amazing experience for them! We came to the last program and will continue to do so.

– *Sensory Day Parent*

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I thought the performance was unique and I learned a lot.

– *Sanctuary: Sacred Sounds Participant*

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As an Afro-Cuban Santera, I was so inspired and felt so welcomed by this exhibit. It was wonderful seeing my lived experience not only reflected but celebrated.

– *Sanctuary: Our Sacred Place Visitor*

”

“

The tour was informative and I loved every second of it! The scenery was so beautiful – I’ll never get tired of seeing Miami. My thanks to the tour guide and educators who made it possible.

– *Stiltsville & Key Biscayne Sunset Cruise Participant*

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Dr. George is extremely knowledgeable, and this lectures series was a great way to share Miami’s history. And the guest speakers at each lecture provided perspective and were knowledgeable, too.

– *In Class with Dr. George Participant*

”

“

I want to thank the museum for thinking of all types of children, especially Suarmis. She has so much patience and truly understands my son, making him welcome every time we visit.”

– *Sensory Day Parent*

”

Our Board & Staff

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Joseph Luis
Gerson Molina
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Sally Rankin
Victoria Rogers-Rivera
Rio Rosero-Barros Moya

Resident Historian

Paul S. George, Ph.D.

Creating a new path forward with a goal of making our collections available to not just Miami, but the world, HistoryMiami continues to connect people by telling the stories of our communities, individuals, places and events. Every exhibition, artistic endeavor, city tour, educational program, research effort and publication we present is another step closer to everyone understanding the critical value of the past in shaping our collective future.



HistoryMiami Museum



Smithsonian
Affiliate

Wednesday – Saturday: 10 a.m. – 5 p.m.

Sunday: Noon – 5 p.m.

101 West Flagler Street, Miami, FL 33130

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www.historymiami.org      #HistoryMiami

Support HistoryMiami: www.historymiami.org/support



To request materials in accessible format, sign language interpreters, and/or any disability accommodation, contact Hana Squires, Accessibility Coordinator, at accessibility@historymiami.org or call (305) 375-1621 at least two weeks in advance of your visit to initiate your request. TTY users may also call 711 (Florida Relay Service).

HistoryMiami Museum is accredited by the American Alliance of Museums, and is an active member of the Florida Association of Museums. We are supported by the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor, and the Board of County Commissioners. Support is also provided by the State of Florida, Department of State, Division of Arts and Culture and the Florida Council on Arts and Culture.