



# Annual Report

HistoryMiami Museum

A CULTURE OF COMMUNITY

Fiscal Year 2022



**HISTORYMIAMI MUSEUM**

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**SAFEGUARDS AND SHARES**

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**MIAMI STORIES**

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**TO FOSTER LEARNING**

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**INSPIRE A SENSE OF PLACE**

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**AND CULTIVATE AN ENGAGED**

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**COMMUNITY**

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8



10



16



# By the Numbers: HMM Impact

100

new objects enhanced  
our collections



3,311

individuals explored  
greater Miami with  
City Tours

11,747

K-12 students  
served through  
school programs



50,000

in-person visitors



555,000+

individuals touched  
by HMM overall!



500,000+

reached through digital  
engagement



125+

partnerships  
with artists and  
community  
organizations



794

households  
enjoyed the  
perks of HMM  
membership



55

new Miami Stories were collected and shared



Miami  
Stories



# A Message From Our Leadership

A globally informed, gateway metropolis where a stunning number of cultures intersect, Miami truly is a magic city. And HistoryMiami Museum is where its lore and narratives have resided for more than eight decades.

Through exhibitions, programs and events, HMM provides perspective and context about our collective history and how we can use it to navigate our present and architect our future. As the steward of the city's history and collector of its stories for more than 82 years, **HistoryMiami is the museum of Miami**, and it embodies a vibrant and complex city claiming its rightful place in the national discourse of the American experience.

Here, we **build bridges of understanding, celebrate our differences and honor our shared humanity** – and in doing so we continue to foster positive transformations, bring light to local struggles for social justice and invite everyone in greater Miami to work with us in creating a better, stronger, more multifaceted community. Together.

Revitalized by new leadership, we are excitedly forging ahead with future planning. We are dreaming of bigger and better ways to share Miami stories in a new permanent home. Our city and its residents merit **a world-class museum where all feel welcome and represented** – a premier cultural amenity for the understanding and celebration of all things Miami. A museum that is future ready and reflects the dynamic and ever-changing nature of this city, and where each visitor can shape their experience, just as we shape Miami.

We are committed to making good on these promises and we encourage you, always, to take the journey with us. Join us as we dream and build the new HMM, your museum of Miami.



Natalia Crujeiras



John Shubin

A stylized, handwritten signature in black ink, consisting of a large loop and a long, sweeping line extending to the right.

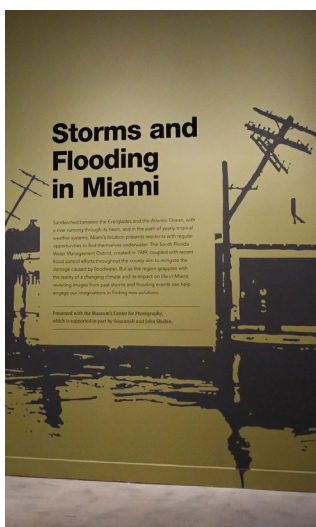
Natalia Crujeiras  
CEO & Executive Director

A stylized, handwritten signature in black ink, consisting of several distinct, connected loops and a long, horizontal line.

John Shubin  
Chair, Board of Trustees



# Exhibitions & Collections



Our special exhibitions presented focused, multimedia snapshots of Miami history and reflected the experiences of our community, while the ongoing stewardship of our permanent exhibitions and collections secured the historical legacies of the region.

***FloodZone***, an expansive and ongoing photographic series by Anastasia Samoylova, is a visual response to the environmental changes suffered by the coastal cities of South Florida. By playing self-consciously with the familiar motifs and palette of the region, the photographs in the exhibition – which included aerial photographs of saturated topography; portraits of locals; and close-up observations of distressed buildings, flora, and fauna – served as resonant allegories. Samoylova's images provided museumgoers with a broad yet acute perspective on what it feels like to live in an at-risk area as persistent economic forces instill within a jarring sense of denial and disavowal.

Sandwiched between the Everglades and the Atlantic Ocean, with a river running through its heart and in the path of yearly tropical weather systems, Miami frequently sees its residents underwater. ***Storms and Flooding in Miami***, which ran in tandem with *FloodZone* for much of its residency, focused on the South Florida Water Management District. Created in 1949, SFWMD continues to support flood control efforts throughout the county aimed at mitigating the damage caused by floodwaters. And as the region grapples with the reality of a changing climate and its impact on life in our city, revisiting past storms and flooding events through these images aimed to engage imaginations in finding what will very soon be critical solutions.



In 2020, Miami, along with the entire world, suffered a devastating blow from the onset of COVID-19. A place to which hundreds of thousands of people had flocked year-round - for getaways, destination weddings, nightlife, food, culture and more - seemingly overnight become ground zero for racial injustice protests, emblematic of the widespread homelessness across the country and a symbol of an endangered entertainment industry on the brink of collapse. **CAPTURE: A Portrait of the Pandemic** is a chronicle of that chapter in our history, told through images taken by native Miamian Rahsaan “Fly Guy” Alexander. Also showcased was Alexander’s short documentary film **PIVOT: A 2020 Story**, an introspective look at how he rekindled his passion for photography.

Community Gallery exhibitions included **Linkages & Legacies**, which told the story of the Greater Miami (FL) Chapter of The Links, Inc., the local arm of an international volunteer organization that has served Miami’s Black communities since its establishment in 1955. The chapter’s work involves spotlighting churches and notable Miami pioneers of African descent, as it did most recently in its book series,

**Linkages & Legacies**, on which the exhibition was based.

Another was **Legacy Couples**, developed in partnership with Miami Beach Pride. The exhibition shared personal stories, pictures, ephemera, and video and audio interviews of more than a dozen local LGBTQ+ relationships to highlight the history of that community’s resistance and strength.

Listed under our notable **collections** work was the acquisition of 100 objects, among them materials from two recently shuttered Miami institutions, Norman Brothers Produce and the original John Martin’s Irish Pub. We also increased access to our digital library by creating a direct link to it on our website and added to its holdings with the Claude Matlack collection - which includes close to 500 images of Miami in the 1920s.

And in efforts to further safeguard our collections, a new A/C unit was installed at the HMM warehouse and we gained remote access to its alarm, making monitoring the treasures housed inside more efficient.



**Legacy Couples**



**CAPTURE**



# Education



City Tour with Dr. George



Family Fun Day

HMM's Education Center offers children, youth and adults a wide variety of inclusive and accessible learning experiences centered around 10,000-plus years of Miami history.

During the 2021-2022 academic year, the museum led more than 200 **school programs** that engaged 11,736 students from 125 schools and 48 day care centers; two program-specific sponsorships from Amerant Bank and The Kirk Foundation provided free programming for 1,100 of them. Participating children and youth visited the museum and historic sites around Miami, were served in the classroom and virtually, and received a free Family Pass granting up to four members entry to the museum at no charge.

**Educator resources** for K-12 teachers were augmented by a two-day professional development program for the Miami-Dade County Public Schools Department of Social Sciences. Forty teachers from around the county came to HMM last summer to learn about the different school programs the museum provides, including online resources meant to boost their curriculum in the classroom. Our guests were also able to sign up for membership in the Educators' Circle program.



Monthly **Free Family Fun Days** provide opportunities for children of all ages and abilities to enjoy the benefits of interactive family time. Each is themed according to a historical subject, museum exhibition, monthly observance or holiday, and features arts and crafts, story time, music, dance and other educational activities enhanced by demonstrations and performances led by local artists. FFDs of the past fiscal year included explorations of the civil rights movement, Asian American heritage and culture, women's history, South Florida architecture and LGBTQ+ pride.

Adult education programs include the wildly popular **City Tours**, journeys by foot and by sea to local points of interest led by resident historian Paul S. George, Ph.D., and others well-versed in the area's history and cultural fabric. Special excursions included a walking tour of historic Flagler District coinciding with the inaugural Miami Mural Festival - co-hosted by artist Daniel "Krave" Fila and Mana Public Arts - and a river cruise with Miami Waterkeeper that examined the

issues currently impacting coastal South Florida and how to help build a more resilient Miami.

**In Class With Dr. George** is another perennial favorite. This virtual series took an in-depth look at the histories of the Brickell Avenue neighborhood, the village of Miami Shores, Little Havana, Coconut Grove and Fort Lauderdale, and featured an inclusive group of guest speakers.



City Tours



Family Fun Day



City Tours



# Programs & Events



Rose Max & Ramatis



Cultural Encounters

HMM's programs and events are constant and exuberant reminders of what makes Miami, Miami.

Our **Heritage Spotlight Artist-in-Residence** series - which brings local traditional artists from a variety of genres to the museum for performances, workshops and participation in public events - welcomed Brazilian musical duo Rose Max & Ramatis to fill our galleries and plaza with the sounds of samba, bossa nova and chorinho. Their residency included a special school program at an area high school, a

Brazilian samba percussion workshop on-site and a virtual concert that drew in nearly 1,000 viewers.

Participants of our **Cultural Encounters** programming enjoyed a night of musical history, culture and connection at iconic Miami record shop Sweat Records - and got to try their hand at spinning the turntables, too. They also immersed themselves in the tastes and sounds of the Dominican Republic at Club Típico Dominicano, Miami's oldest Dominican nightclub and restaurant, where they indulged in a food tasting and got on the floor for an



interactive performance of merengue music by Reylin Pascual.

**CultureFest 305** delivered another excitement-filled day of music, dance, food and art for all ages. Headlining performers included percussionist Willie Stewart, Clarita Filgueiras & the Flamenco Puro Dance Company, and Bachaco with reggae and Latin beats. The day also featured the Louines Louinis Haitian Dance Theater, Ukrainian Dancers of Miami and Rhythms School of Dance.

Delving once again into South Florida's past and present through moderated conversations with artists, activists and community stakeholders from a variety of disciplines, **Sip of History** raised a glass with our resident historian, Paul S. George, Ph.D., and Craig Morell, director of The Kampong, as attendees learned about that storied residence and the area's unique environment.



CultureFest 305



CultureFest 305



CultureFest 305



# With the Community



Saltwater Underground Railroad Tour



Family Expo

Providing vital resources and support to the community is an essential part of HMM's work. Thoughtful collaborations with fellow stakeholders and other organizations serving the public amplify these endeavors.

**Spirit Airlines** joined us in honoring South Florida veterans with free yearlong family memberships that granted them admission to HMM, discounts on City Tours, access to exclusive events and other member benefits.

We partnered with **Bill Baggs Florida State Park** for its Saltwater Underground Railroad event during Black History Month, and led an interactive 90-minute walk through the property for 150-plus guests to discuss the role Key Biscayne played in this often-overlooked leg of the historical escape route.

A collaboration with **Miami-Dade Public Library System** enabled us to distribute HistoryMiami-branded bags containing educational resources and free Family Passes at seven branches, March through May, serving 1,500 people.





Family Expo

In a continuation of our partnership with **Village(Free)dge**, museum staff participated in the organization's Juneteenth celebration by collecting nonperishable food items, toiletries, and gently used clothing and shoes for distribution at the event, which served approximately 400 people. While on-site we helped prepare and serve food, engaged attendees with our teaching collection and activities, and shared HMM outreach materials, Family Passes and Summer Passport booklets.

Back-to-school saw us once again at **The Children's Trust Family Expo**, where we engaged with nearly 1,700 visitors, providing several different game activations and handing out HistoryMiami-branded bags containing resources and information about the museum.

And thanks in part to the support of The Jorge Pérez Family Foundation, we launched a brand-new **photography fellowship** focused on supporting and highlighting artists and students creating work that reflects the BIPOC experience in Miami, an initiative we look forward to sharing more about with you as it develops.



Village(Free)dge Event



# Member Programs



Harold Holzer



Caroline B. LaPorte



Alaina E. Roberts,  
Ph.D.



Hon. Frank J. Williams

HistoryMiami membership grew by more than 26% during the past fiscal year, bringing the number of households providing essential support to our work to 794. Their generosity grants them access to exclusive benefits including a host of members-only programs, advance access to new exhibitions, private tours and more.

**The 13th Annual Presidential Symposium** – a much-anticipated member event – delivered another insightful discussion of Lincoln-era history by examining the role played by Native Americans during the Civil War. Moderated by noted Abraham Lincoln scholar Harold Holzer, the event panel's featured guests included Caroline B. LaPorte, associate judge of the Little River Band of Ottawa Indians and judicial advisor of the Seminole Tribe of Florida; Alaina E. Roberts, Ph.D., assistant professor at the University of Pittsburgh Department of History; and the Hon. Frank J. Williams, retired chief justice of the Supreme Court of Rhode Island.

A virtual discussion of **South Florida's farm-to-table movement**, and how agriculture shaped the local landscape, was led by Urban Oasis Project founder Art Friedrich, Heritage Market owner David Torcise and chef Chantelle Sookram. The program proved so popular that a second, on-site members-only talk and tour at Heritage Market was made available.



The 13th Annual Presidential Symposium explored the role played by Native Americans during the Civil War.

ILLUSTRATION CREDIT TO COME





Members-Only Heritage  
Market Outing

Pamela Palma, director of the PLY-Miami Fiber Art Collective, joined her fellow project artists to present an interactive discussion of their work, ***Julia Tuttle: The Mural*** - created by handcrafting hundreds of leaves and flowers using yarn, thread and cloth - and the woman known as the "Mother of Miami."

We visited the Wolfsonian-FIU to view the work of **Rotterdam-based artist Bas van Beek** on a special curator's tour, then headed to the Moxxy Miami South Beach for a rooftop lunch at Serena.

Members met and mingled during a private preview of ***CAPTURE: A Portrait of the Pandemic***, followed by the opening night reception with the exhibition's photographer, Rahsaan "Fly Guy" Alexander.

And we came together to take a look back at our work - and acknowledge our members - at our **82nd Annual Membership Meeting**.



*Julia Tuttle: The Mural*



# In the Media



Opening Night at CAPTURE

Keeping residents, tourists and community stakeholders aware of the programs available at HistoryMiami - and raising our local, national and global profile - falls to our marketing team. Using a multipronged approach of print, digital, broadcast and radio, it keeps the museum on everyone's radar.

During the past fiscal year, HMM was featured by myriad news outlets, including but not limited to the *Miami Herald*, *The Miami Times*, *Miami New Times* - which named us **2022's Best Museum** - the *Biscayne Times*, *TimeOut*, *The Art Newspaper*, local television news programs, MSN, Yahoo News and EFE, the world's leading Spanish-language news agency.

Widespread media attention was enjoyed by **FloodZone** and **CAPTURE: A Portrait of the Pandemic**, both kicked off by well-attended opening night receptions that generated excitement and interest around these exhibitions.

The announcement of our new **CEO and executive director, Natalia Crujeiras**, also ignited an extensive news cycle, with coverage from *Miami Today*, the *Herald*, CBS 4 Miami, NBC 6 South Florida and others.



**98,491**  
Social Media  
Engagements



Our beloved “**Dr. George**” remained a media darling, with requests for his thoughts on everything from the closing of Miami’s legendary Churchill’s Pub to the passing of Queen Elizabeth II.

Robust media rollouts were executed in support of our newly launched **photography fellowship** – building interest in the program and our selected inaugural fellow, **Woosler Delisfort** – and for our **Summer Passport** program.

We also continued our partnership with the **Miami Heat** to further share stories of Black Miami; hosted the **Association of African American Museums** and the **Florida Association of Museums**; and executed the launch of a new accessible website.



Opening night at *FloodZone* with Anastasia Samoylova and museum guests.



Paul S. George, Ph.D.



**1,400**

Total media mentions



**37,000+**

Instagram Followers



**27,000**

Facebook Followers

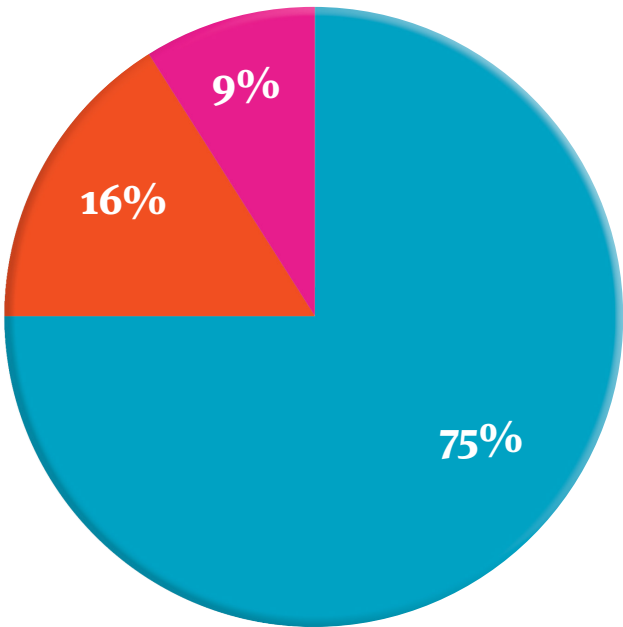


**20,000+**

Twitter Followers



# Financial Snapshot – HMM in Review



**Expenses**  
(In Percent, FY21-22)

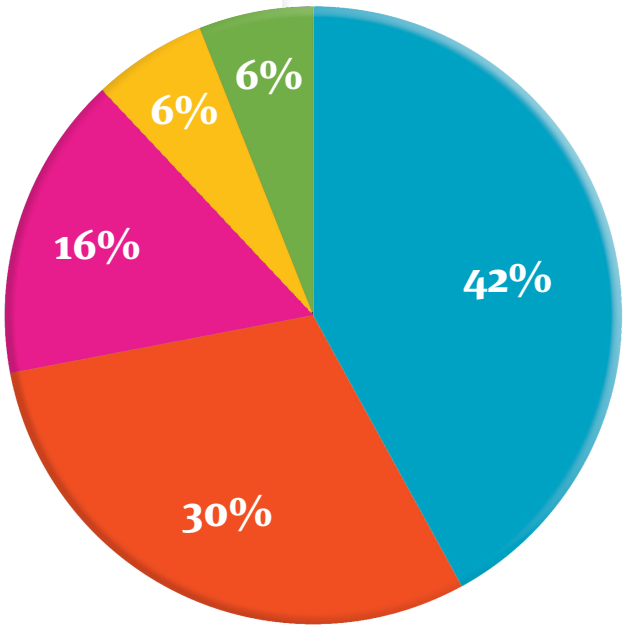
Program Services	4,241,780
General and Administrative	902,419
Fundraising and Development	524,164
<b>Total</b>	<b>5,668,363</b>

SOURCE: AUDIT STATEMENT OF FUNCTIONAL EXPENSES

## Revenue

(In Percent, FY21-22)

Local Government Grants	2,236,352
Donated Use of Facilities	1,617,648
Contributions	882,011
Endowment Transfer	325,000
Earned Income	305,457
<b>Total</b>	<b>5,366,468</b>





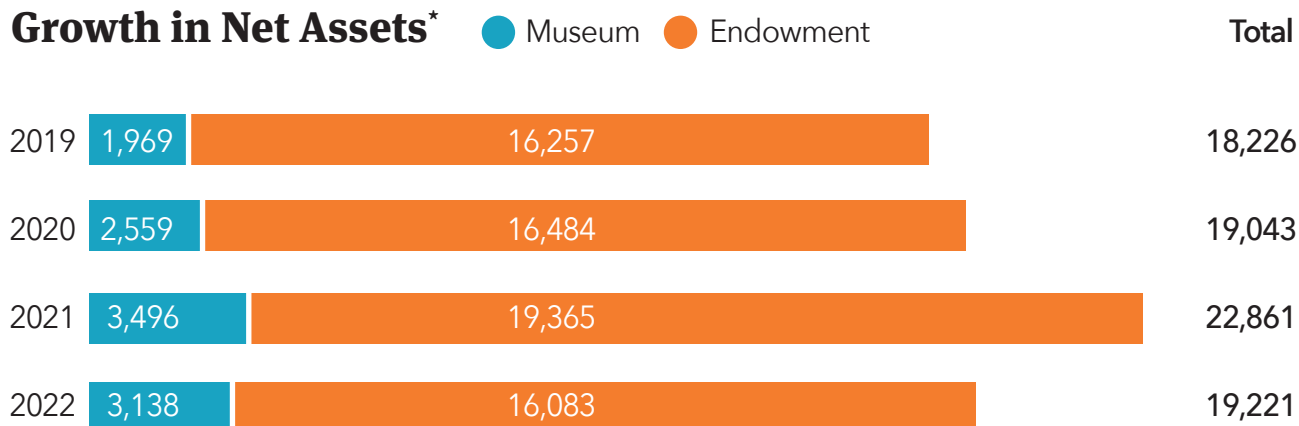
## Financial Position\*

	CURRENT		HISTORICAL			
	Museum	Endowment	2022	2021	2020	2019
Assets	3,609	16,083	19,692	23,535	19,947	18,793
Liabilities	471	-	471	674	904	567
Net Assets	3,138	16,083	19,221	22,861	19,043	18,226

## Financial Activity\*

	Total Funds			
	2022	2021	2020	2019
Operating Revenue	5,041	5,000	5,236	4,873
Operating Expenses	5,668	5,156	5,291	5,727
Increase (Decrease) in Operating Net Assets	(627)	(156)	(55)	(854)
Increase (Decrease) in Other Assets	325	650	630	680
Total Increase (Decrease) in Net Assets	(302)	494	575	(174)

## Growth in Net Assets\*



\* In thousands of dollars

Note: FY22 figures represent a transition back to a "new normal" after the cessation of additional, COVID-era government funding received within the past three years.



# Our Donors

## \$1,000,000 +

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Miami-Dade County

## \$100,000 - \$999,999

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Ansin Foundation

## \$50,000 - \$99,999

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The Jorge M. Pérez Family Foundation  
State of Florida Department of Cultural Affairs  
John and Susannah Shubin

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Director of Exhibitions  
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Director of Collections  
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Hector Ramos-Pupa

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Paul S. George, Ph.D.



# PEOPLE ARE TALKING

**“I love the inclusion at HMM – so many local languages and cultures I’d never experienced before. I’ll definitely come again!”**

**– CULTUREFEST 305 ATTENDEE**

**“You could literally spend all day here looking at all the different exhibits – this place is amazing! Doesn’t matter if you’re 1 or 100, there’s something for you here.”**

**– MUSEUM VISITOR**

**“It was wonderful to learn about the history of samba – the workshop was so informative and engaging, and I loved the live music!”**

**– ROSE MAX & RAMATIS WORKSHOP PARTICIPANT**

**“The Presidential Symposium is one of the best events in Miami-Dade County. Thank you so much for providing such stimulating opportunities.”**

**– MUSEUM MEMBER**

**“Going into the different communities of Miami and experiencing the diversity here firsthand is the best thing about HMM programming.”**

**– CULTURAL ENCOUNTERS ATTENDEE**

**“A cultural oculus centered downtown shining light on the diverse history and colorful character of Miami. HistoryMiami is an immersive experience diving deep into the treasures of the past.”**

**– MUSEUM VISITOR**

**“What a fabulous opportunity to see the city from another point of view! I learned about the history of all the sites we visited.”**

**– CITY TOURS ATTENDEE**





**HistoryMiami Museum**

101 West Flagler Street

Miami, FL 33130

305.375.1492

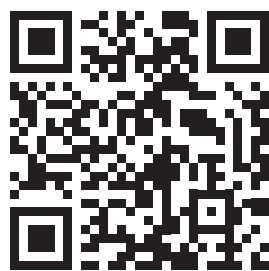
[e.info@historymiami.org](mailto:e.info@historymiami.org)

[www.historymiami.org](http://www.historymiami.org)

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

Open noon - 4 p.m., Sunday

    **#HistoryMiami #HMTurns80**



To support HistoryMiami today,  
visit [www.historymiami.org/support](http://www.historymiami.org/support)



**Smithsonian**  
*Affiliate*

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 Cultural Affairs, and the Florida Council on Arts and Culture.

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To request materials in an accessible format and/or any accommodation, please call 305-375-1621 or email [accessibility@historymiami.org](mailto:accessibility@historymiami.org) at least two weeks in advance of your visit. Parking available at a discounted rate for museum patrons in the Miami-Dade Cultural Plaza Garage, 50 NW 2nd Ave. To support HistoryMiami Museum through our membership programs, call 305-375-1618 or email [membership@historymiami.org](mailto:membership@historymiami.org).