



Annual Report

HistoryMiami Museum

COMMUNITY, COMMITMENT & CONNECTION

Fiscal Year 2020

WE AT HISTORyMIAMI MUSEUM

work to increase equity and access for people from all socioeconomic statuses by eliminating barriers through our free public offerings and accessible programs for people of all abilities. We believe that everyone, every place, has a story, and that sharing them with each other is how we discover connections and build community. These stories fill the museum's spaces and embody our commitment to be a place that is of, by, and for all, a commitment that is reflected in every aspect of our service to the community.

Community, Commitment, and Connection

They inform every facet of HistoryMiami Museum's work, and they're what helped us navigate our efforts over the past fiscal year. A year marked by an ongoing global pandemic that compelled us to shut our doors for seven months, changed the way we live, and redefined how we interact with one another. A year that saw a nationwide reckoning on race come to our collective doorstep. And a year where one of the most contentious and divisive political landscapes the United States has ever experienced was brought to the fore.

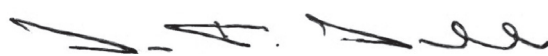
Within days of the COVID-19 shutdown, we began producing brand-new virtual programming and content, almost all of it accessible to the hearing- and visually impaired. We redefined the ways in which we execute our work and retained all full- and part-time positions. We maintained our outreach efforts and amplified our service to reflect the community's pandemic-era needs. And we took a long, hard look at ourselves and acknowledged an uncomfortable truth: We had fallen short in our commitment to be an institution that consistently reflects and embraces the multicultural community it serves. We've made changes on that front too, including diversifying our board, and we're making more.

Finally, in a year like no other, we were absolutely humbled by the continued generosity of our donors and funders, who – among other kindnesses – made our most successful Give Miami Day yet happen. It's because of you that we're able to serve this vibrant, diverse, resilient community, and we thank you for that. We're extremely gratified to be able to reflect on and present to you our work, work that continues to benefit the community despite a backdrop of uncertainty and turmoil, that's helping to keep us connected when we need it most, and that's been made accessible to all.

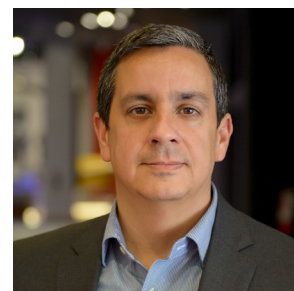
Community, commitment, and connection. They're what HistoryMiami has always been about, and they will continue to serve as the touchstones of our work as we move forward.



Jorge Zamanillo
Executive Director



John K. Shubin
Chairman, Board of Trustees



A Constant Support in Crisis



**Top Post of
the Year**
[The Miami Circle](#)
**16,000
Impressions!**

Like so many cultural institutions across the county, state, and country, HistoryMiami Museum was forced to close our doors to the public in March of 2020, not knowing how long our exhibition spaces would remain dark. In the midst of that uncertainty, we didn't miss a beat.

Instead, we quickly put our heads together to figure out a way to keep providing enriching, educational programming and experiences to the children, families, teachers, and adults we serve – and making sure they knew it was available to them. News of the museum's virtual and livestream programs, including **HMM on Demand**, **Miami Moments**, **Hands on History**, and **Inside the Museum**, was soon eliciting smiles and sighs of relief as they hit inboxes across the county.

Within the **first 90 days** of shutdown we:

- Created five new virtual programs.
- Sent **34** digital newsletters to educators packed with free remote-learning resources.
- Served **116,051** children and adults.
- Engaged with **38,274** people on our social media platforms.
- Increased our overall YouTube presence by **656%**.

Our work also landed praise and good press more than 1,000 times, in media outlets that included **Forbes**, **Good Morning America**, **Newsweek**, **The Washington Post**, **The Associated Press** and **FOX News**.

All Voices, Every Experience



HistoryMiami Museum last summer made a promise to the community and ourselves to critically examine our actions, policies, and practices in order to ensure we are an actively anti-racist institution. Changes have been and continue to be implemented, and as we move forward we will remain as transparent as possible in our commitment to accessibility and racial equity and inclusion. We've engaged a prominent consultant from the Black community to inform and help direct this work, and to ensure we center all our efforts in an authentic way.

To date we have:

- Diversified our board and made membership more accessible.
- Established sustained anti-bias education and training for all staff.
- Minimized the emphasis placed on historical Miami figures with racist pasts to make room for acknowledging the

contributions made by people of color.

- Painted over the South Lobby mural, which will be reimagined with a work that better recognizes and celebrates a more inclusive representation of Miami's history.
- Created an inclusive story time program for hundreds of Miami-Dade child care centers.
- Invested in nine months of Black history features in *The Miami Times*.
- Reopened our physical doors and are offering free entry to the museum.

Upcoming actions include:

- Working with community partners to co-create a distinct Miami Stories project that will center Black voices and contributions to Miami.
- Planning and executing community-based listening circles to engage with a diverse and representative group of community stakeholders.
- Continuing to adapt permanent and temporary exhibitions to ensure they respectfully and accurately represent the peoples and cultures that inform the history and present-day story of our community.
- Ensuring equitable access to staff positions and consultant/contract opportunities at the museum.

We will continue to provide updates of these and related efforts in an accessible manner.

This page: Demonstrators protest in Miami on May 31, 2020, in the wake of George Floyd's death; image by Frantzy Moreau. Previous page: A switch to virtual programming led to engaging and educational digital resources for children and families.

Listening & Learning



Students and educators have been severely impacted by the pandemic, with both needing to find new avenues of educational support. We worked closely with Miami-Dade County Public Schools to identify what their needs were in supporting children and youth suddenly learning at home, and expanded our areas of distribution to meet them with access to high-quality educational and cultural resources for teachers and families.

School programs and summer “camp” sessions like **We the People**, **Making Miami Home**, and **The Green Book** are designed for students in grades 3-12 and cover a range of historical content.

Presented through videos, story time, resources, and craft activities, **Hands on History** is now shared via biweekly e-blasts and live on HMM’s website. Families find links to story times and art activities, and can browse through a treasure trove of historical photographs and/or learn about the museum’s artifacts.



**3,408
Educators
Benefited from
Teacher Outreach**



**13,720
Children &
Families
Reached!**

.....



**14
Stories Read to
955 Children**

Through a partnership with the Early Learning Coalition, the museum launched the **Story Time** program – in which an HMM educator reads diverse stories to and engages with children – and has ultimately made it accessible to more than 750 day care facilities in Miami-Dade and Monroe counties. Books read included *Hair Love*, *Suki's Kimono*, and *Green is a Chile Pepper*.

General and customized professional development experiences for teachers were also made available; all resources were promoted via the museum's **Educators' Circle** e-blast, which is delivered to more than 2,600 members each month.

Closed-captioning and/or **ASL interpreters** were utilized to increase accessibility of all museum programming. We continue to explore various mechanisms that engage our stakeholders and address the diverse needs of our youth and their families, adjusting our approach as needed.

This page: HMM educators have shared the magic of the museum with thousands of children across the county.
Previous page: Virtual educational content like "The Green Book" now serves remote students.

Caring Through COVID-19



**10,790
Educational
Backpacks
Distributed**

To help our most vulnerable patrons during the pandemic, HistoryMiami Museum partnered with **Bridge to Hope**, a community food bank serving families in need in Miami. Our educators and other HMM staff members helped serve meals to **1,900 families**. Additionally, we worked with **Miami-Dade County Public Schools food distribution efforts**, and donated backpacks, educational materials, and craft supplies to **2,008** youth and families. Participating schools included Charles R. Drew K-8 Center, Dr. Carlos J. Finlay Elementary, Bent Tree Elementary, Golden Glades Elementary, and Coral Terrace Elementary. The museum also partnered with **Liberty City Reads for the Liberty City Reads Virtual Book Festival**, donating 500 backpacks with craft and educational materials, and leading a workshop for participating youth. Staff-led service initiatives included monthly internal **donation drives** and a community outreach effort with the **Miami Dolphins**.

This page: HMM educators and staff helped Bridge to Hope serve meals to families during the pandemic.

Next page: Sip of History guest Angel Gomez, founder and owner of Tremendo Garnish.

Up-Close Miami Culture & Conversation



HistoryMiami Museum's public and member-only programs and events are a unique way to immerse yourself in all aspects of the Magic City's past and present. Fiscal year offerings included:

Miami's Nightclubs, a special members-only virtual happy hour with resident historian Dr. Paul George, provided a fascinating evening "out" to the glamorous hot spots of long-ago Miami – and the swanky tipples one could find there!

Inside the Museum brought the museum and our educators inside your home as they explored significant historical happenings and sites, such as Virginia Key Beach.

Dr. George continued his beloved deep dives into South Florida's past with his always popular **City Tours** pre-pandemic, and then later in the year with **In Class with Dr. George**

via Zoom, a series that included lectures, discussion, and virtual neighborhood tours.

A robust newsletter featuring "Miami Stories," online exhibitions, virtual tours, online history lessons, historical articles, photographs, and more for kids and adults, **HMM on Demand** was launched several weeks after the shutdown last March and continues to be released weekly.

Debuting during the pandemic and again hosted by Dr. George, **Sip of History** virtual conversations

center around the diverse stories of our local communities. Each conversation is paired with a Miami-inspired cocktail presented by mixologist and author Gabriel Urrutia for participants to craft at home.

A virtual **programming partnership with the Smithsonian** delved into what many believe is the birth of the gay rights movement with "Illegal to Be You: Gay History Beyond Stonewall."

And our **"Mucho, Mucho Amor" Watch Party** was broadcast live on HMM's Facebook page and presented in partnership with Netflix and the Miami Film Festival. The livestream featured the directors and producer of the documentary film depicting the life and career of the late Walter Mercado, who was celebrated in a special exhibition of the same name at the museum in the summer of 2019.

Common Ground & Our Collective History



There are more than 30,000 treasures in HistoryMiami Museum's eclectic **Object Collection**, and more than 3.2 million items and 1,300 linear feet of books, periodicals, photographs, and more in our **Special Collections** catalog, which is comprised of paper-based and archival materials. The latter lives in our **Archives and Research Center**, where researchers may examine selections from both divisions.

More than 110 items were added to the Object Collection this year, including



1 million+
Miami Herald
Archival Clippings

.....



24 Artist
Residencies
Since 2012!

.....



800+
Miami Stories
Collected to Date

about a dozen that were acquired from the **Eastern Airlines Retirees Association**. Notable among them are a pair of oversized scissors used at every ribbon-cutting ceremony the airline celebrated. Personal materials from famed local fisherman **Al Pflueger Jr.** have also found a new home at the museum.

The Object Collection is an invaluable resource for researchers and academics from across the country and around the globe, and its farthest-flung visitor hailed from Australia, here to examine former artist-in-residence Pedro Zepeda's dugout canoe; another visited from New York to see our Seminole textiles.

The Collections team also smartly repurposed some of the museum's multifunctional space into much-needed room to house what was one of our most exciting acquisitions for 2019-2020: the **Miami Herald** clip collection. Spanning a roughly 40-year period between the 1940s and the 1980s, the collection's nearly 3,000 boxes – one million-plus news articles in total! – are an invaluable historical resource chronicling not just the events and people of our community, but of the world.



Other acquisitions for Special Collections included 17 gelatin silver photographs taken of **Muhammad Ali** as he trained in Miami Beach in preparation for his 1971 bout against Joe Frazier, and drawings belonging to famed mid-century modernist architect **Alfred Browning Parker**.

The museum's **Collecting 2020** project, originally a rapid-response initiative meant to secure objects that document our community's pandemic experience, quickly morphed into a more expansive endeavor, gathering the symbols of our racial reckoning and election experiences. 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 South Florida Folklife Center embodies the question "What Makes Miami, Miami?" There's far more than one answer, as evidenced by **Miami Stories**, an ongoing oral history project that

gathers first-person accounts of life in the city. Folks can contribute their piece of Miami history via written or video submissions, or through the **Miami Stories Recording Booth**, which made appearances at events such as the 2019 Miami Book Fair. Contributors include writer-performer Octavia Yearwood and presidential inaugural poet Richard Blanco, among many others.

CultureFest 305, an annual celebration, features a variety of the city's finest traditional artists for a day of performances, demonstrations, craft activities, cuisine, and much more. Highlights from the 2019 festival included presentations of Brazilian music, Haitian drumming and dance, and Seminole canoe carving. Sponsored in part by the National Endowment for the Arts and Jackson Health System, CultureFest 305 attracted 1,703 attendees and showcased more than 30 participating local artists and organizations.

Our **Artist-In-Residence** series highlighted the work of **Polo Ramirez**, a master ceramicist who practices an ancient Peruvian technique, and **Susana Behar**, a Cuban Jewish performer who sings the traditional Sephardic songs of her Turkish grandparents, as well as Latin American folk songs. And the **Cultural Encounters** series virtually walked adventure-seekers through **empanada- and kombucha-making classes**. The series was hosted by artisans and experts in partnership with Mima Market, a community shop specializing in locally made artisanal goods.

Miami Stories Are Your Stories



Gridiron Glory: The Best of the Pro Football Hall of Fame was our first and final in-person exhibition of the year, and it turned out to be a fantastic last hurrah before we closed our doors due to COVID-19 shutdowns. With rare images, video, documents, and NFL objects, *Gridiron Glory* drew thousands of people to the museum for a slate of unique events, including an autograph signing with NFL greats, new inductees getting fitted for their jackets and rings, and a Superbowl volunteer kickoff party. Off-site, we attended the Miami Dolphins Fantennial and engaged with more than 1,000 eventgoers at the HistoryMiami Museum booth. Media coverage for the exhibition included serving as the site of the **NFL Network's** hourlong Hall of Fame special, **Soledad O'Brien's** news show, and **CNN Español**.



**1,000+
Connections
At the
Miami Dolphins
Fantennial**

We also hosted the 2019 **Miami Street Photography Festival**, an annual international event coinciding with Art Basel. Established and emerging photographers converged at the annual festival to enjoy exhibitions, workshops, lectures, book signings, and juried competitions.



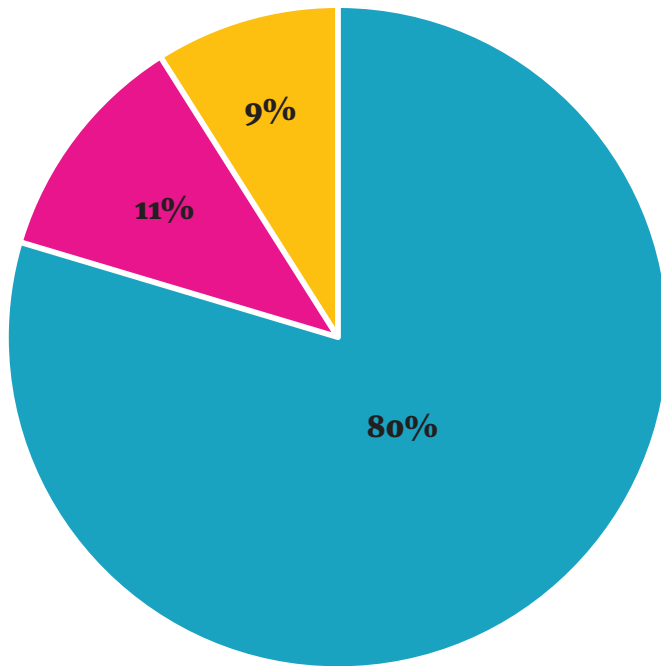
**7,296
Travelers
Enjoyed the
Hall of Aviation**

A satellite gallery space at Miami International Airport's Hall of Aviation is home to ***Miami from the Sky: Aerial Photographs from HistoryMiami Museum's Collection***. In place through August 2023, *Miami from the Sky* showcases a selection of our best aerial photographs dating from throughout the 20th century, with a focus on Miami's events, attractions, development, and the built and natural environments. Featuring images from photographers like **Richard B. Hoit, Chris Hanson, and Tim Chapman**, this exhibition includes 100 photographs, archival footage from the Wolfson Archives at Miami Dade College, and aerial photography cameras.

We also supported two **Community Gallery** exhibitions. ***Miami-Dade County High School Football***, curated by *Miami Herald* photographer Al Diaz, featured 25 images of local gridiron heroes and exhibition text written by *Herald* sportswriter Manny Navarro. The ***"Getting 2 Zero" PosterFest Design for Good Pop-Up*** was presented through a partnership of the Miami-Dade County Office of Community Advocacy, AIGA Miami, and the Florida Department of Health in Miami-Dade County. The third annual "Getting 2 Zero" awareness week campaign focused on HIV testing and condoms. Dozens of poster designs were submitted; 10 were selected.

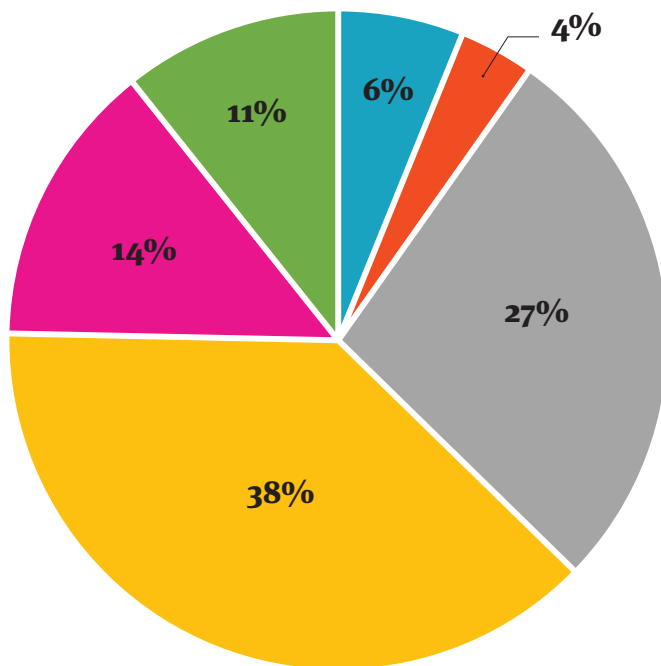
This page: A Pan American World Airways amphibian Sikorsky S-42, soaring above downtown Miami circa 1930; image by William Franklin Gerecke, South Florida Photograph Collection, HistoryMiami Museum, 1975-053-26.
Previous page: *Gridiron Glory*.

2019-2020 Snapshot: HMM in Review



Expenses (FY 2019-20)

Program Services	4,212,832
General & Administrative	602,669
Fundraising & Development	475,374
Total	5,290,875



Revenue (FY 2019-20)

Business Activities	360,718
Foundation/Trust Grants	215,584
Donated Use of Facilities	1,617,648
Local Government Grants	2,236,352
Contributions/Fundraising	820,843
Endowment Transfer	630,000
Total	5,881,145

Financial Position*			Total Funds	
	Museum	Endowment	2020	2019
Assets	3,463	16,484	19,947	18,793
Liabilities	904	–	904	567
Net Assets	2,559	16,484	19,043	18,226

Financial Activities, Museum*		FY 2020	FY 2019
Operating Revenue		5,251	4,873
Operating Expenses		5,291	5,727
Increase (Decrease) in Operating Net Assets		(40)	(854)
Increase (Decrease) in Other Net Assets		630	680
Total Increase (Decrease) in Net Assets		590	(174)

Growth in Net Assets* ■ Museum ■ Endowment				Total
2016	1,567	14,303		15,870
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



656%

Increased YouTube Presence!

.....



450,000

Twitter Impressions!

.....



38,000

Instagram Engagements!

.....



720,126

Reach On Facebook!

*Thousands of dollars

Consideration & Compassion: Our Donors

Thank you to our top donors, who contributed significant funds in fiscal year 2020 (10/1/19 to 9/30/20) to support our program of work.

\$2,000,000+

Miami-Dade County

\$500,000+

Sara S. Ellenburg Endowment

\$25,000 – \$30,000

National Endowment for the Arts
 Susannah & John Shubin
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 The Batchelor Foundation
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\$1,000+

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\$750+

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\$250+

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Key Biscayne Community Foundation
Martayan Lan Rare Maps
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John & Diane Quick
Sanderus Antiquariaat
Brett & Sabrina Gordon

This page: CultureFest 305 2019 attracted more than 1,700 attendees and 30 participating local artists and organizations.

Dedication & Commitment: Our Board & Staff

Our **board of trustees**, **endowment committee**, and **staff** are dedicated to supporting creativity, diversity, and inclusiveness. With that and our mission in mind, these individuals steadfastly honor the stewardship with which they have been entrusted.

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Resident Historian

Paul S. George, Ph.D.

HISTORYMIAMI MUSEUM

SAFEGUARDS AND SHARES

MIAMI STORIES

TO FOSTER LEARNING

INSPIRE A SENSE OF PLACE

AND CULTIVATE AN ENGAGED

COMMUNITY



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305-375-1492

e.info@historymiami.org

www.historymiami.org

    #HistoryMiami #HMTurns80



To support HistoryMiami Museum today,
visit www.historymiami.org/support

On the cover: Recent acquisitions related to the museum's Collecting 2020 project include objects reflecting Black Lives Matter, political campaigns, and the COVID-19 pandemic.



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.

To request materials in an accessible format and/or any accommodation, please call 305-375-1621 or email 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.