Reimagine 2020 ANNUAL REPORT

THEORIE MUSEUM

2020 was an unprecedented year in our history. This annual report is a testament to the countless ways our team was able to rethink the work we do, while never wavering from the museum's mission and vision.

Mission

Provide relevant educational and entertaining opportunities within the region that exceed customer expectations, while preserving our community's vibrant cultural history.

Vision

The Durham Museum will serve as a recognized, premier resource for education, entertainment and historical preservation in our region. We will be the venue of choice in our market by providing a unique, engaging and memorable experience professionally presented to every customer.

> Storytime went virtual in 2020, connecting The Durham to families through our social media channels.

Rethink



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The Great Halloween Drive-Thru, October 2020

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From the Executive Director

As we reflect on the past year, we are filled with gratitude for the many visitors, members, donors, volunteers and friends who saw The Durham Museum through some of the most challenging moments and unprecedented circumstances in recent history. We found solidarity in creating community with many of you as we found ourselves learning, working, living and connecting in new ways. The year reminded us that we are all eyewitnesses to history.



"Reimagined" was a theme embraced by The Durham Museum throughout 2020. Following a record-setting year in 2019, much of the museum experience—both in-person and online—needed to be reimagined in response to the global pandemic. With a little "we can do it" spirit and a lot of elbow grease, we launched new virtual education programs that reached 43,000+ students and learners across Nebraska and beyond. Because we were living in historic times, the museum began actively collecting objects and stories about the pandemic to document history as it unfolded. Following the murder of George Floyd, we expanded our active collecting effort to document our community's own grief and reflections. We honored longstanding holiday traditions that are an integral part of The Durham Museum experience, but did so in safe and creative ways that can be expanded on going forward. Finally, the completion of important capital projects, combined with the adoption of a new Institutional Plan, will help us continue reimagining the future of the museum for years to come.

We could not have navigated the past year without your encouragement, generosity and engagement. Without a doubt, 2020 offered some unique challenges, but it also offered many opportunities. It was a chance to be inspired by the relentless adaptability and determination displayed by so many within our community. It was a chance to reevaluate what we do and reconnect with those we do it with. A chance to restart. A chance to reimagine all that is possible.

Sincerely,

Christi Janssen Executive Director

Photos: Top row - Online Museum Shop curbside pickup, *Museum Live!* livestream Bottom row - Guests mask up to visit the museum, Virtual Summer Camp activity



Year in Review

The Durham Museum entered 2020 with gusto following a record-setting year for membership and attendance in 2019. Almost immediately, Union Station was buzzing with activity. The museum hosted a free community celebration to commemorate Martin Luther King, Jr. Day on January 20, and we were humbled to welcome more than 2,600 visitors. We debuted our first major exhibition of the year, *Pulitzer Prize Photographs* from the Newseum and the Freedom Forum, on February 22. Featuring the most comprehensive collection of Pulitzer Prize-winning images ever assembled, the exhibition enjoyed strong attendance in its first few weeks on display. The exhibit was strengthened by a special museum screening of the Smithsonian Channel's *The Unknown Flag Raiser of Iwo Jima*. The event included a panel discussion featuring the film's Omaha-based researchers and coincided with the 75th anniversary of this historic event and subsequent Pulitzer Prize photograph. On February 28, The Durham hosted its second annual Flappers and Fizz event developed for guests age 21 and over. This event captured the history of the 1920s and early 1930s when speakeasies, art deco and jazz were nouveau. As the spring school semester began, the museum saw a record-number of field trip reservations. By mid-March, total museum admissions had surpassed the previous year by more than 20%.

History intervened with the global rise of COVID-19, and on March 16

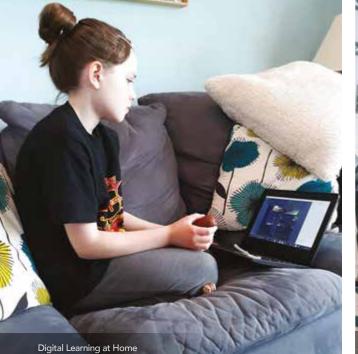
The Durham Museum closed its doors and suspended onsite programming. Like so many others in our community, we quickly adapted. Shortly after our closure, the museum donated 10 boxes of nitrile gloves and over 50 N95 masks from its curatorial supplies to UNMC, while the education team expanded our digital learning program to continue serving students and families suddenly navigating the pandemic from home. Whereas in a typical year The Durham's virtual programs would reach approximately 5,000 students annually, our audience grew to 7.000 students in the eight-week span between our closure and the end of the spring school semester, foreshadowing the extraordinary success we would have with virtual programs as the year unfolded. Building on this success, the museum adapted its popular summer camp program for an online audience.

As our closure turned from

weeks to months, The Durham partnered with eight regional institutions to begin an "active collecting" campaign to document the unfolding pandemic. The Durham collected letters, photographs and objects from local families and businesses to preserve their stories. As social justice demonstrations reverberated around the country, the museum worked with community partners to expand our collecting efforts and preserve our community's response. Altogether, the museum received more than 80 objects between the two collecting efforts that will help us remember and reflect on this historic year.

Even as much of our team worked from home, we continued to make progress caring for Union Station.

Through the spring and summer, the museum completed its first renovation and technology upgrade to the Stanley and Dorothy Truhlsen Lecture Hall since its debut in 2007. Deep within Union Station, the collections team completed a renovation to the museum's permanent collections storage area, with new space-saving shelving that enabled our team to clearly organize and properly store artifacts in the collection. By the end of the summer, crews from McGill Restoration were in the final stages of a multi-year, multimillion-dollar restoration of Union Station's terra cotta exterior. As these projects were completed, our team was busy developing plans to reopen Union Station safely, reorganizing the museum's exhibition schedule and reimagining time-honored events for the upcoming fall and holiday seasons.











Speaking Truths: Images of Justice and Injustice (virtual program)

The Durham Museum reopened to members on July 18 and to the public on August 1 with enhanced health and safety protocols and timed entry ticketing. *Pulitzer Prize Photographs*, which had been open for just three weeks prior to our closure, was extended through September 20. On September 1, the museum partnered with Creighton University to host its Speaking Truths educational series as a virtual program. The event, entitled "Images of Justice and Injustice," used images from the exhibit to explore the history of social justice in the United States and advance incredibly relevant conversations within our community.

As students began the next school year at home, at school or a mix of both, the museum again adapted to meet this audience wherever they were able to connect. The Durham launched *Museum Live!*, a weekly, news broadcast-style livestream for elementary students. Throughout the year, the show featured staff from several departments within the museum serving as "reporters in the field." In addition, numerous guest speakers from outside our walls were featured including historic actors, community representatives and curators from museums across the country, including the Smithsonian National Museum of American History. For many students, a weekly segment featuring KETV meteorologist Matt Serwe was an instant favorite.

By the end of 2020, more than 43,000 students had taken part in virtual learning opportunities presented by The Durham Museum. In 2021, The Durham became one of just four museums across the country to win the American Alliance of Museums' national EdCom Innovation and Education Award-Pandemic Edition for our *Museum Live!* program. With this new network of classrooms in place, the museum is looking forward to the future of *Museum Live!* and our virtual field trip offerings.









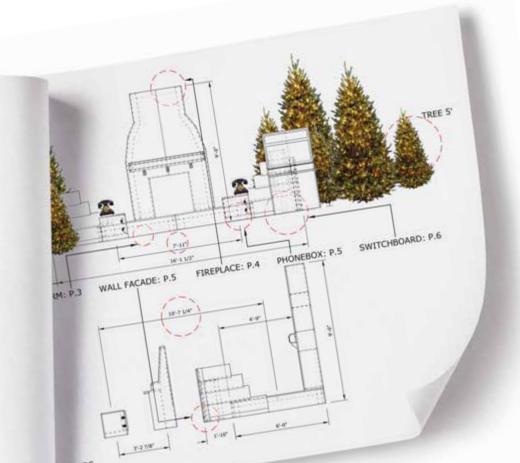


Other museum programs were reimagined as well, and we had plenty of inspiration from the fall's featured attraction. The Jim Henson Exhibition: Imagination Unlimited. This display explored the life, legacy and creative spark of Jim Henson and his team as they developed some of the world's most celebrated characters on Sesame Street, The Muppets, Labyrinth and more. With the pandemic continuing to impact our world, the museum worked with the install team from the Museum of the Moving Image to prepare the exhibit over a Zoom connection. Local teachers were the first to see the exhibit during the museum's 17th annual Teachers' Night program held on October 2. While the event looked different from past years, it allowed us to test our first ever Teachers' Week. which included a series of panel-led virtual programs focusing on teacher resources during the pandemic. The entire week of programs were tied together with a focus on diversity and inclusion in the classroom and in the community.

The exhibition influenced other programs as well. Professor Durham, a puppet custom-built for the museum, became a regular contributor (and another fan favorite) of our *Museum Live!* program. The exhibit was also the inspiration for our annual fundraising gala, *Sentimental Journey*. The virtual format allowed the museum to welcome special guest Kermit the Frog for a musical tribute. The event, led by a matching gift generously provided by the John K. and Lynne D. Boyer Family Foundation, inspired gifts totaling \$400,000 in support of the museum and its programs. Other time-honored events were also reimagined as we sought new ways to celebrate some of the museum traditions that draw thousands into Union Station year after year. The Great Halloween Haunt—a favorite of costume-clad families—was reinvented as the Great Halloween Drive-Thru. More than 700 cars drove through Union Station's parking deck to celebrate Halloween by trick-or-treating by car at stations created by The Durham Museum and several community attractions and partners. The event imbued the can-do spirit of our community and was a welcome break for families as they saw a laser light display of witches, bats and other Halloween classics on Union Station's restored exterior.



The year came to a close with our annual Christmas at Union Station season. In a tradition dating back to the 1930s, Union Pacific once again harvested the museum's signature tree. However, other elements saw new twists due to the pandemic. The community tree lighting ceremony moved to Thanksgiving evening in an all-virtual format, while the Holiday Cultural Festival became a special opportunity to highlight various religious traditions alive in our community with our partners at the Tri-Faith Initiative. Visitors loved seeing Santa in person in his reimagined "Santa's Cabin" inside the Stanley and Dorothy Truhlsen Lecture Hall, and children were able to talk with him using a custom-designed switchboard. It was a holiday season like no other. However, like all of what we experienced in 2020, The Durham Museum found plenty of imagination and inspiration to make the season bright. As we look ahead, the entire museum team is energized to continue building on the lessons, challenges, opportunities and discoveries presented in 2020.







Collections Highlights

9,314 Historic Photos Digitized

Eclipsed 321,000 images online at DurhamMuseum.org

1,100 objects added to the Permanent Collection including:

- Soil from the lynching sites of Will Brown (1919) and George Smith (1891), two victims of racial violence in Omaha. The soil was collected in collaboration with the Equal Justice Initiative and Omaha's Community Council for Racial Justice and Reconciliation.
- Teacup and saucer painted at St. Agnes Convent in Omaha during the pandemic of 1918
- Items from the Fort Omaha Balloon School

Stories of the Pandemic Initiative

Throughout the year, The Durham Museum worked with eight peer institutions to collect stories and items to document how our community navigated the pandemic of 2020. This collaboration included The Durham Museum, Douglas County Historical Society, Great Plains Black History Museum, Sarpy County Museum, UNO Libraries' Archive and Special Collections, UNMC McGoogan Library of Medicine, History Nebraska, El Museo Latino and American Historical Society of Germans from Russia.

SHOWN AT RIGHT:

Top - an example of "quarantine art" from local artist Savannah Savick's *Art In Pandemic Times* series Bottom - Brickway Distillery Sanitizer Bottles, which were produced and distributed free to the public in the early stages of the pandemic We are striving to document our 'present' history for future residents; our stories of struggle and triumph deserve to be told to future generations.
Becky Putzer, Collection Manager

the Bus!

Excellen

ake Chances,

Make Mistakes.

Saucer is signed by the artist, a Sister at the convent

S. M. de Chentel

St agnes Ponto

South Climate

Mary 1918





Black Lives Matter Collection

Following the deaths of George Floyd and James Scurlock, The Durham began a new active collecting initiative to document the racial reckoning and calls for social justice reform in our community. Conversation and collaborations with peer institutions have continued to ensure Omaha forms an inclusive collective memory of 2020.

Shown: Among the objects collected was an original photographic print of 7-year-old Zuri Jensen at a protest at 72nd and Dodge streets, taken by photographer Dalton Carper, and an original poster print of "HOPE" created by local artist Anthony T. Peña that was inspired by Carper's photograph. Carper's image was widely shared on social media, including by future Vice President Kamala Harris during the 2020 presidential election. Peña's poster became a symbol for the movement for many in the Omaha community and was turned into a mural at the Millwork Commons building on 13th and Nicholas streets.

Reimagining the Experience

After a strong start to 2020, The Durham Museum was closed for approximately four months beginning on March 16. As the world grappled with living, learning and working in new ways, our team went to work reimagining the museum experience.

Major Exhibitions

Pulitzer Prize Photographs

From the Newseum and Freedom Forum, Washington, D.C.

The Jim Henson Exhibition: Imagination Unlimited

From the Museum of the Moving Image, Queens, New York

* Our planned summer 2020 exhibition, *GUITAR: The Instrument That Rocked the World*, as well as the planned fall 2020 exhibition *Beyond The Vote* were moved to the spring of 2021.

Local Focus Exhibitions

Sporty Women: The Desire to Compete Season's Greetings, Omaha

From the Byron Reed Collection:

Wonders and Blunders

19th Century Celebrities: A Modern Translation

Community Events

Flappers & Fizz Museum Insider Tours Root Beer Float Day The Great Halloween Drive-Thru Teachers' Week Virtual Tree Lighting Ceremony Virtual Holiday Cultural Festival Noon Year's Eve at Home 113,469 Annual Attendance

Social Media

23,595 Facebook Followers

6,291 Instagra<u>m Followe</u>

4,664 Twitter Follower



- During the summer, the museum hosted Mini Gallery Talks based on the **Pulitzer Prize Photographs** exhibition, averaging 300 participants for each of the seven segments in the social media series.
- Root Beer Float Day coincided with our reopening to the public on August 1.
- For *The Jim Henson Exhibition*, we were pleased to welcome three colleagues of Jim Henson for a virtual panel discussion about their work creating characters on iconic shows including *Fraggle Rock*, *Sesame Street* and *The Muppet Show*.
- The Great Halloween Drive-Thru gave families a chance to trick-or-treat by car with The Durham Museum, the Omaha Children's Museum, The Rose Theater, Omaha Community Playhouse, Fontenelle Forest, Strategic Air Command & Aerospace Museum, NE SciFest and the Old Market Association.
- The Virtual Tree Lighting Ceremony kicked off the Christmas at Union Station season and was viewed by over 6,000 households.
- In lieu of the signature balloon drop at our annual Noon Year's Eve Celebration, the museum instead welcomed families to pick up take-home party kits to celebrate safely at home.

Creating Community with Reimagined Events







Root Beer Float Day

Creating Characters: Behind the Scenes and On The Screen (The Jim Henson Exhibition virtual panel discussion)

The Great Halloween Drive-Thru





Virtual Tree Lighting

Learning & Engagement

The Impact of Digital Learning & Virtual Programs

43,222 total participants 36 states, plus Canada, India and Indonesia 81 of Nebraska's 93 counties 57,623 people served by the Education Services Department 648 Combined programs for students, educators and adults 60 Community Programming partners 6 Museum interns

SCHOOL-BASED PROGRAMS

Museum Live! digital learning program	23,876
Other virtual student programs	19,346
Field trips (prior to pandemic)	3,549
Scholars in Residence (prior to pandemic)	2,820
Teachers' Week	225

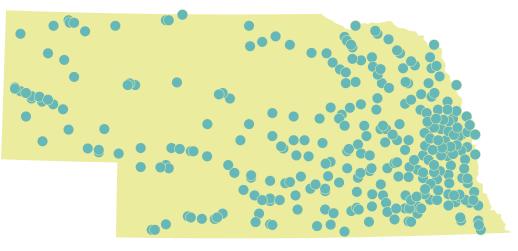
PUBLIC PROGRAMS

Daily programming	4,618
Summer/Winter Camps	1,321
Lectures	1,043
Scouting programs	453
Other tours/programs	372

DIGITAL LEARNING ACROSS THE U.S.,



DIGITAL LEARNING ACROSS NEBRASKA



I really liked seeing the old train station. My favorite part was seeing the trains...I couldn't believe how cool it was there! It would have been so much fun to go on a trip and be able to sleep on it.¹¹ - From a student

TH THE DIST NOT STREET, ST. 27 27 28

⁶⁶ Just wanted to let you know how much my family and I appreciate this. I live in Omaha, and my grandson lives in Michigan. We both watch your presentations. At this scary time when the miles between us seem especially difficult to bear, this shared activity is particularly wonderful. A million thanks for doing this. You are touching lives in ways far beyond education.³³ – From a grandparent I loved how our program talked about different cultures that are present right here in Nebraska. As a teacher of elementary students with a predominantly Native American background, it was awesome for them to hear about all of the different cultures aside from the majority that exist in our state alongside theirs.



Pandemic Innovation in Education Award

In the spring of 2021, The Durham Museum was honored to be recognized by the American Alliance of Museums as one of just four recipients of the EdCom Innovation and Education Award–Pandemic Edition for our *Museum Live!* digital learning program.

Board Of Directors



Left to Right:

FIRST ROW John P. Nelson, *Chairman* Stephen J. Abels, *Treasurer* Avner M. Applbaum John K. Boyer, *Secretary*

SECOND ROW Timothy R. Crockett Stephanie Daubert Tom Warren Ken Keegan

THIRD ROW Bradley L. Knuth Beverly Kracher Joe Lempka Rodrigo Lopez

FOURTH ROW Scott D. Moore Mary Ann O'Brien Lisa Olson Mary Reckmeyer



NOT PICTURED: Emeritus Members: Richard R. Bell, Stanley M. Truhlsen, M.D. and John K. Wilson

On the Horizon

Looking ahead, The Durham Museum is poised to learn from and build upon the challenges and opportunities presented in 2020. In addition to reengaging members and visitors who were unable to visit Union Station over the past year, we are also working to reimagine the next phase of The Durham Museum experience as envisioned in our recently adopted Institutional Plan. This plan will guide our future work to elevate our care of Union Station, enhance the museum's permanent exhibits and events, ensure the long-term stability of our operations and infuse diversity and inclusivity into both the stories we tell and in the pulse of our programs.

The museum made two great strides towards this endeavor in the past year. The completion of Union Station's exterior restoration left our iconic building shining brighter

than ever, and the museum is turning its attention to restoring the interior with the help of New York-based EverGreene Architectural Arts. We are excited to welcome attendees back to the Stanley and Dorothy Truhlsen Lecture Hall for new programs in 2021 following its recent renovation with updated audio/video capabilities that will enable the museum to continue leveraging our affiliation with the Smithsonian and other peer institutions. And, the museum is developing concepts to reimagine our permanent exhibitions with the help of Washington, D.C.-based Gallagher & Associates and other highly regarded exhibition design firms. We are looking forward to keeping the Omaha community informed and engaged as we move forward on these strategic initiatives in the years to come.

Key Goals for 2021

- Rebuild admissions and membership
- Increase access by launching the Library Pass Program and expanding field trip opportunities for regional schools
- Continue engaging new connections made through virtual programming across Nebraska
- Complete collection storage grant partnership with the Institute of Museum and Library Services
- Continue restoration efforts for the ceiling of the Swanson Gallery and Suzanne and Walter Scott Great Hall
- Work with Gallagher & Associates to complete initial concepts and plans to inform a reimagined museum experience
- Reintroduce community events that build on lessons learned from 2020

Temporary Exhibitions for 2021

- Beyond the Vote (rescheduled from 2020)
- GUITAR: The Instrument That Rocked the World (rescheduled from 2020)
- James Cameron CHALLENGING THE DEEP
- Omaha Uncovered: Revealing History Through Art and Story
- Billie Holiday at Sugar Hill: Photographs by Jerry Dantzic
- 40 CHANCES: Finding Hope in a Hungry World

THE DURHAM SOCIETY

The Durham Society was established to provide designated support to The Durham Museum and its cultural and educational programming. This philanthropically-minded group is committed to raising the awareness of history's impact on our community and region. The Durham Society's Heritage Circle ensures long-term financial sustainability for The Durham Museum and recognizes the vested interest of our generous contributors.

HERITAGE CIRCLE \$25,000

Anonymous Sally G. Bekins Patricia K. and Richard R. Bell Lynne D. and John K. Boyer Michael S. Cassling Trish and Richard K. Davidson Karen A. and F. Weslev Dixon Debby Durham Barbara S. and Steven H. Durham Margaret and Griffith Evans Michael G. Fahev Diane and Harlan O. Falk Carmen and John E. Gottschalk Susan and George F. Haddix Joan Squires and Daniel A. Hamann Ramona and Deryl F. Hamann Rhonda A. and Howard L. Hawks Mary C. Heider Kirsten and Steve Hosman Vernie and Carter Jones Karen and Ken Keegan Amy J. and Bradley L. Knuth Kacey and Joe Lempka Mary H. Lundgren Marilyn and Carl Mammel Amy M. Haddad and Steven S. Martin Nancy and Michael R. McCarthy Cynthia and Thomas F. McGowan

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And the many community members who shared their personal stories of the pandemic with us!

2020 Financial Statement

The Durham Museum and The Durham Museum Foundation Combined Statements of Financial Position

FINANCIAL POSITION

	2020	2019
Assets		
Cash and cash equivalents ^A	\$4,822,202	\$5,141,860
Investments ^B	19,254,892	19,337,182
Receivables	17,580	29,079
Contributions receivable ^c	633,153	602,638
Accrued interest	151,202	165,794
Inventory	53,797	68,740
Prepaid expenses	245,526	262,285
Property and equipment, net	7,885,405	7,215,897
Total Assets	\$33,063,757	\$32,823,475
Liabilities & Net Assets Liabilities:		
Accounts payable and accrued expenses	\$1,144,160	\$875,338
Total Liabilities	\$1,144,160	\$875,338
Net Assets:		
Unrestricted	\$14,471,923	\$13,006,600
Temporarily restricted	2,101,791	3,595,654
Permanently restricted	15,345,883	15,345,883
Total Net Assets	\$31,919,597	\$31,948,137
Total Liabilities & Net Assets	\$33,063,757	\$32,823,475

(A) Cash and cash equivalents include \$1,544,822 and \$1,818,816 in 2020 and 2019, respectively, which is restricted with donor stipulations that limit the use of the funds.

- (B) Investments include \$15,345,883 in 2020 and 2019, which have donor restrictions that require the funds to be maintained permanently but permit use of income earned from the investments.
- (C) Contributions receivable include \$598,206 and \$1,776,838 in 2020 and 2019, respectively, which is restricted with donor stipulations that limit the use of the funds.



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Each year, gifts from supporters and friends help us sustain the key activities of the museum, from maintaining historic Union Station to presenting first-class exhibits and education programs. You can help us bring history closer to thousands in our community by supporting our efforts in any of the following ways:

ANNUAL MEMBERSHIP

Members enjoy free general admission and other benefits, while their support provides year-round operating funds for the museum. Many tiers are available, including Individual, Family and Patron, to fit the interest of every member.

THE DURHAM SOCIETY

Our highest level of membership, the members of The Durham Society share a philanthropic vision for the museum and its services to the community. Contribution levels include the Heritage Circle (\$25,000), Founder (\$5,000) and Member (\$1,000) and are fully tax-deductible. The funds are distributed as directed by the Board of Directors and are used to secure, present and enhance future exhibitions and educational opportunities.

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The museum offers many planned giving opportunities including bequests, life income plans, charitable lead trusts and gifts of life insurance policies. By including The Durham Museum in your estate plans, you will help to sustain Union Station, The Durham Museum and its collections and programs for generations to come.

For more information on these giving options, please contact the museum at 402-444-5071.





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