

Where
the past
is present

DETROIT HISTORICAL SOCIETY

ANNUAL REPORT 2016-2017



2016-17 OFFICERS

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Alexis Wiley, Chief of Staff for Detroit Mayor Mike Duggan; Bob Bury, Executive Director and CEO of the Detroit Historical Society; Marlowe Stoudamire, Detroit 67 Project Director; Joseph L. Hudson, Jr., Trustee Emeritus of the Hudson Webber Foundation; and A.J. Jones II, senior policy advisor at the W.K. Kellogg Foundation at the opening of *Detroit 67: Perspectives*.



Donielle and Arthur (Sandy) Hudson, Trustee, and Lindsey and Thomas C. Buhl, President, at the 2016 Detroit Historical Society Ball.

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DEAR FRIENDS AND SUPPORTERS:

The Detroit Historical Society's mission is to tell Detroit's stories and why they matter. During the last year we did just that as we dedicated much of our time to telling one of our region's most difficult and perplexing stories – the civil disturbance that occurred in Detroit fifty years ago during the summer of 1967.

Telling that story presented both a daunting challenge and unique opportunity for the Society team. Based on visitor feedback, attendance at the exhibition, participation at hundreds of related events and programs, visits to complementary exhibitions at other museums and the extraordinary interest from traditional and social media outlets, clearly we succeeded.

The *Detroit 67: Looking Back to Move Forward* project was without question the most comprehensive and difficult project ever undertaken by our organization. We knew that while it would likely be an uncomfortable and difficult memory for many, it was our responsibility to tell the story, and to do so in a way that was comprehensive and inclusive of a wide range of diverse perspectives. If you haven't yet experienced our *Detroit 67: Perspectives* exhibition, I hope you will take the time to experience it soon.

While the Detroit 67 project dominated much of our year, as you will read, we continued to make significant progress in a number of other areas.

Internally, we have initiated improved disciplines in management, finance and human relations in order to function as efficiently as possible. Our audiences have increased in nearly every category resulting in double digit attendance increases at both the Detroit Historical Museum and the Dossin Great Lakes Museum. Interest in hosting corporate events, business meetings, weddings and other celebrations at our museums continues to be strong. School and group tours, expertly executed by the Society's education and programs staff with the help of our valued volunteers, grew by over 15% this year. Both the number and types of programs and community outreach and engagement also exceeded projections. At the Dossin, we made solid progress toward implementation of our plans to enhance the grounds and improve access to the waterfront to take full advantage of the growing interest in Belle Isle. All in all, another very busy and productive year for the Society!

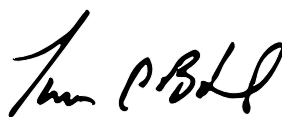
Today, Detroit is gaining national attention as America's comeback city. Interest in our city has never been stronger, and by most accounts we are making great strides toward being the city and region we know we can be. As the Detroit Historical Society, we play an important role in that comeback. Our history, saved, preserved and shared, is the foundation of our future.

We appreciate your support and encouragement over the past year. Thanks to you, we can indeed look back to move forward!

Sincerely,



ROBERT A. BURY
EXECUTIVE DIRECTOR AND CEO
DETROIT HISTORICAL SOCIETY



THOMAS C. BUHL
PRESIDENT
DETROIT HISTORICAL SOCIETY

2016-17 KEY ACCOMPLISHMENTS

CURATORIAL:

- Published *Detroit 1967: Origins, Impacts, Legacies* in partnership with Wayne State University Press.
- Published *Interpreting Maritime History in Museum and Historic Sites* in partnership with the American Association for State and Local History.
- We increased the number of audio and video histories in the 1967 oral history archive to over 500, available online and permanently housed in the Society's digital asset collection.
- Senior Curator Joel Stone served as vice president of the Association for Great Lakes Maritime History, a professional organization for which the Dossin Great Lakes Museum is a founding institutional member.



Detroit 1967: Origins, Impacts, Legacies was published in May by Wayne State University Press. Editor Joel Stone is pictured at right during the book release event.

COLLECTIONS:

- Assets from our digital collection were featured in the *Detroit Free Press*, *HOOR Magazine*, the *New York Times*, the *Christian Chronicle*, in the *12th and Clairmount* documentary and on CSPAN, CNN and Detroit Public Television. Cultural organizations including Teen Hype, MSU's theatre program, Matrix Theatre and the DIA accessed our collections to create new artistic content.
- We increased public access to our Bob-lo, Mack Earle and hydroplane history collections through the creation of new finding aids.
- Added Mayor Coleman A. Young's legendary bulletproof limousine to the collection.

EXHIBITIONS:

- We opened the innovative and interactive *Detroit 67: Perspectives* exhibit in the Booth-Wilkinson Gallery at the Detroit Historical Museum in June. This ambitious exhibit is part of our multiyear *Detroit 67: Looking Back to Move Forward* initiative.
- The Society hosted four organizations in the Community Gallery during FY17. The Michigan Humane Society opened the year, followed by the Detroit School of Rock & Pop, the Citizens Research Council and ARISE Detroit.
- The restored 1913 Bi-Autogo was featured in the Automotive Showplace and the 1XRUN Murals in the Market prints were displayed in the Detroit Artist Showplace.



Detroit 67: Perspectives features high-tech and high-touch elements that visitors can use to dive deeper into the topics presented.

VISITOR SERVICES:

- Total attendance at the Detroit Historical Museum was 116,653 (a 13% increase over FY16) and 56,727 at the Dossin Great Lakes Museum (a 30% increase).
- The Society contracted with JFM Consulting to assess visitors' reactions to and experiences of the *Detroit 67: Perspectives* exhibition in real time.

DEVELOPMENT:

- In FY17, we increased corporate and foundation giving and secured the largest single gift in the Society's history – a grant of \$750,000 from the W.K. Kellogg Foundation.
- Foundation and corporate support totaled \$2,371,568 a 22% increase from the prior year's total. This increase was due in large part to successful Detroit 67 fundraising initiatives.
- The Detroit Historical Society has 1,465 active members, with over 200 new members joining in the past year. The Society retained 70% of its members from FY16 to FY17.
- The annual Society Ball was hosted on December 10, 2016 at the iconic Joe Louis Arena. As an official Farewell to the Joe black tie event, the Ball was a great success, welcoming some 470 people and raising in excess of \$250,000 in support.
- We successfully used BidPal to manage bidding for all facets of this year's Ball auction, as 183 bidders registered to participate in this e-bidding platform. It allowed us to track data throughout the auction in real time and provided useful reporting for tabulating auction results.
- In May, we hosted a book launch event for *Detroit 1967: Origins, Impacts, Legacies*. The event featured readings from six authors, emceed by editor Joel Stone, and was attended by over 200 people.
- The June opening event for *Detroit 67: Perspectives* was a successful launch for the exhibit, with 320 people in attendance. It was highly talked about and served to raise the profile of the exhibit and the Society's work.



For the first time, guests at the 2016 Society Ball were able to submit auction bids and contributions from their phones using the BidPal platform.

FINANCE AND HUMAN RESOURCES:

- The department continued to adjust to support the organization's compliance and mission related priorities. The focus in FY17 was three-fold: compliance, transparency and strategic and succession planning. To these ends:
 - An accountant position was created and filled by an internal candidate in January 2017.
 - The Volunteer Coordinator position was expanded to include HR coordination effective August 2017.
 - FY17 reporting continuously expanded and increased transparency to department managers for a more thoughtful budgeting process.
 - The FY18 budget process included a three-year outlook and cash requirement analysis.
 - The FY18 evaluation process formalized our commitment to maximizing employee satisfaction by incorporating required documentation related to performance and future goal setting.



We created museum store merchandise featuring the 1913 Bi-Autogo, using drawings and photos from our collection.

MUSEUM STORES:

- Retail sales increased by 17% over the prior year.
- The Detroit 67 Project has boosted book sales, which are up 50% over the prior year.
- New retail items were designed and produced as a part of the Vernor's 150th anniversary celebration and to showcase the newly restored Bi-Autogo.

FACILITY OPERATIONS:

- Oversaw SmithGroupJJR as they finalized construction drawings and negotiated many layers of permitting related to the Dossin Outdoor Improvements.
- Citi Building Services was selected to provide our janitorial services, executing a three-year agreement for all three facilities. Citi came highly recommended from other museums in the area; they service the Arab American National Museum and the Holocaust Memorial Museum.
- A new VoIP phone system improved phone service. Working with our service provider Grid 4 Communications, we purchased 50 new phones for operations at the Detroit Historical Museum location, partially financed with an MCACA grant.

FACILITY RENTALS:

- Revenue collected from facility rentals increased 8.5% over the previous fiscal year. We achieved 110% of the revenue goal.
- Sales and event operations teams executed 182 facility rentals plus an additional 5 events that were free of charge for community partners and donated auction items – a total of 187 events.
- The average rental contract price was up 10% over the previous fiscal year.
- The Society negotiated preferred caterer agreements for both museums, generating \$26,000 in added revenue.



Our rental contract price increased 10% over the previous year as we continue to book more weddings and corporate events.



Students from VIP Mentoring pose in *The Streets of Old Detroit* during a visit to the Detroit Historical Museum.

FIELD TRIPS & GROUP TOURS:

- Revenue collected from school programs and group tours grew by 15% over the previous fiscal year, achieving 114% of goal.
- We hosted 147 guided adult group tours and 56 self-guided adult group tours, comprised of nearly 5,000 participants; a 43% increase over FY16.
- We hosted 79 self-guided school programs and 315 guided school programs, a 16% guided school programs increase over the prior year. We welcomed 15,700 School Program participants to the Detroit Historical Museum and Dossin Great Lakes Museum.
- Society sales personnel attended the American Bus Association's National Market Place Meeting for the first time to reach adult motor coach groups. Sales staff met with 44 tour operators who were interested in bringing motor coach groups to our locations.
- The Society worked with Jamon Jordan, founder of the Black Scroll Network, to present a series of six sold-out African American Perspectives Tours. Ten additional tours were scheduled for adult tour group clients.
- We launched Senior Week at the Detroit Historical Museum in September, allowing senior groups to book a guided tour and enjoy a Detroit-themed lunch and movies. This program sold out in FY17.

COMMUNITY OUTREACH & ENGAGEMENT:

- The community outreach and engagement team has conceptualized, developed and implemented community programs in collaboration with 100+ partners throughout the metro area.
- The team led informational sessions with approximately 150 individual partners and conducted training modules with 60+ Society staff and volunteers, in addition to hosting 40 informational booths at onsite and offsite events.
- We partnered with six other Midtown cultural institutions – the Charles H. Wright Museum, Detroit Artists Market, DIA, Michigan Science Center, MOCAD,

WSU Reuther Library – to create a “Passport to 67” marketing piece to co-promote our 1967 exhibitions.

- Nearly 80 Detroit 67 partnership programs were implemented in locations throughout the city, with 27 programs hosted onsite by the Society. Programs served a diverse array of residents and visitors of all ages, backgrounds and ethnicities.
- Paid internships were available for two graduate summer interns who collected 108 interviews from community members in support of our Story Collection Project.

PROGRAMS:

- We hosted 45 Behind the Scenes tours throughout Metro Detroit.
- We hosted 12 annual public programs in total, seven at the Detroit Historical Museum and five at the Dossin:
 - Treats in the Streets saw nearly 2,500 people, of which 1300 were children, a significant increase over the prior year.
 - Noon Year’s Eve welcomed over 800 attendees, more than double previous year’s attendance.
 - Lost Marines Remembrance at the Dossin was sold out with standing room only.
- African American History Day was updated by focusing on African American organizations in the area. Six organizations joined us for presentations and to share information.
- “Women Who Empower” was a new program focusing on Women’s History. This year’s theme was Women in Wartime, spanning from the Civil War to WWII and the present. Activities included crafting buttons with the Rosie the Riveter Tribute Troupe and get well cards to send to the VA hospital.
- A new Third Thursday Speaker Series launched in February, featuring a different speaker each month on topics related to the events of 1967. Attendance numbers increased with each presentation and currently fill the Detroit Historical Museum’s auditorium to capacity.

EDUCATION:

- Society staff and volunteer docents provided 830 hours of tours at the Detroit Historical Museum and Dossin Great Lakes Museum during the year.
- Education staff executed a variety of partnership programs, including Friends of the Detroit River Water Festival and MSU Science Festival Expo at the Dossin and the Every Kid in a Park Initiative at Historic Fort Wayne.
- For the seventh year in a row, education staff organized and facilitated the Michigan History Day Districts 7, 8 and 10 contest at the Detroit Historical Museum on the first Saturday in March. More than two hundred 4th-12th grade students from Wayne, Oakland, Macomb, Genesee, Livingston and Washtenaw Counties shared their historical scholarship with 35 judges and hundreds of their friends and family.



Our annual Lost Marines Remembrance, featuring a musical performance by Lee Murdock, was sold out and standing room only in November.

MARKETING & PUBLIC RELATIONS:

- The Detroit 67 digital, print and broadcast advertising campaign executed by Pitch Black Media achieved an estimated 10.5 million impressions in the Detroit area leading up to the exhibit opening.
- Throughout the Detroit 67 campaign, gross impressions nationally totaled 6.5 billion.
- Our partnership with Pitch Black Media allowed us to experiment with sophisticated digital advertising, including highly targeted Facebook, Twitter, Instagram and Google Adwords ads. This resulted in a 400% increase in social media traffic, doubling our number of followers over the summer.
- In addition to virtually every local outlet, the *Detroit 67: Perspectives* exhibit and Society staff appeared in TV features on PBS, C-SPAN and CBS Sunday Morning and in print in the *Washington Post*, the BBC, *New York Times* and *Smithsonian Magazine*.
- Our website **detroithistorical.org** held steady at 1.1 million annual page views with increases in traffic to several education pages, including “Timeline of Detroit” (up 22%), “Teacher Portal – Field Trips” (10%) and “Encyclopedia of Detroit” (8%).
- We also had 39,000 visitors to **detroit1967.org** in FY17.
- Improvements to the functionality of the web store allowed us to increase total web sales revenue 18% year over year from the sales of tickets, memberships and donations.
- Our 1913 Bi-Autogo restoration was featured on the History Channel series *Detroit Steel* in February, including an unveiling that was filmed at the Detroit Historical Museum in August 2016.
- We partnered with Emagine Entertainment to produce a trailer for the Detroit 67 exhibit that was shown in Metro Detroit theaters before the movie *DETROIT*. The trailer was designed to drive people to the exhibit to gain context and a more complete understanding of the events portrayed in the movie.



Bob Bury gives one of dozens of interviews around the *Detroit 67: Perspectives* opening.

AFFINITY GROUPS:

- The Black Historic Sites Committee hosted its fourth annual Martin Luther King Jr. Day in January, bringing in 600 people. They also hosted two *Jazz on the Streets of Old Detroit* fundraisers with sold out attendance.
- The Glancy Trains volunteers demonstrated our train collection during at least a dozen events around Metro Detroit, including Maker Faire, the Festival of Trees and Holiday Nights in Greenfield Village.
- Volunteers contributed 14,880 hours of work to the Society for a total value of \$350,275 at the state wage value of \$23.54/hour.

VOLUNTEERS:

The Glancy Trains continue to delight visitors at the Detroit Historical Museum and local events.



DETROIT HISTORICAL SOCIETY

Combined Revenue and Expense Statement for the Fiscal Year Ended June 30, 2017

REVENUE

Philanthropy	\$ 4,186,251
Earned Income	594,034
City and State Funding	597,912
Investment Income	74,628
Total Revenue	\$ 5,452,825

EXPENSES

Program Services	\$ 5,144,530
Supporting Services	1,385,026
Total Expenses	6,529,556
Net Change to Assets Before Investment Gains	(1,076,731)
Net Realized and Unrealized Change in Investments	456,079
Net Decrease in Net Assets	\$ (620,652)

Detroit Historical Society BALANCE SHEET • JUNE 30, 2017

Cash and Investments*	\$ 6,271,506
Contributions and Accounts Receivable, Net	1,500,252
Other Assets, Net	4,419,515
	\$ 12,191,273
Liabilities	\$ 942,860
Net Assets — Unrestricted	9,431,204
Net Assets — Restricted	1,817,209
	\$ 12,191,273

*The assets do not reflect a Detroit Historical Society Endowment held by the Community Foundation for Southeast Michigan. The fund was valued at \$1,745,592 as of June 30, 2017.

Audited Detroit Historical Society financial statements for the fiscal year ended June 30, 2017 are available at the Society offices, 5401 Woodward Ave., Detroit, MI 48202, or by calling 313.833.7935.

GOVERNMENT, CORPORATE AND FOUNDATION DONORS

\$750,000

W.K. Kellogg Foundation

\$500,000

City of Detroit

\$100,000-\$499,000

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\$25,000-\$99,000

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Jewish Historical Society of Michigan
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Senior Men's Club of Grosse Pointe
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YourCause

The Society engaged 150 Detroit 67 partners, including the Michigan Roundtable for Diversity and Inclusion, who hosted several First Friday lectures at the Detroit Historical Museum.



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The Society's 1913 Bi-Autogo underwent a thorough cosmetic restoration from Detroit-based custom car company Mobsteel. It was featured in a February episode of the reality series *Detroit Steel* on the History Channel.

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Murals in the Market: Public Art Inspired Prints showcased limited edition prints based on Murals in the Market projects that were created in Detroit's Eastern Market.

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Guests at the 2016 Detroit Historical Society Ball enjoyed performances by Nicole New and tours of the Detroit Red Wings' home locker room.



Diane and Doug Dossin pose at the 2016 Detroit Historical Society Ball at Joe Louis Arena.





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The Detroit Historical Society tells Detroit's stories and why they matter.

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To be an integral part of Detroit's present and future by providing meaningful experiences that preserve and share its past.

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On the front cover: A.J. Jones II, senior policy advisor at the W.K. Kellogg Foundation addresses a standing room only crowd at the opening of the *Detroit 67: Perspectives* exhibition. Thousands of visitors of all ages, backgrounds and experiences have visited the exhibition since its mid-summer opening.