

HISTORIC RESOURCES AND MUSEUM PROGRAM

FY2016-2017 ANNUAL REPORT
EXECUTIVE SUMMARY



HISTORIC RESOURCES AND MUSEUM PROGRAM

In July 2012, Raleigh City Council created the Historic Resources and Museum Program, hereinafter the HRM Program, with the express purpose of protecting and programming identified cultural, museum, and historic resources within the City of Raleigh.

The HRM Program manages facilities, programs, and operations at the Borden Building, Chavis Park Historic Attractions, the City of Raleigh (COR) Museum, Fred Fletcher Amphitheater and Stone Circle at Fletcher Park, the Latta House and University Site Park, Moore Square, Mordecai Historic Park, the Pope House Museum, Pullen Park Historic Attractions, the Historic Raleigh Trolleys, and the Tucker House.

Additionally, the HRM Program manages a material culture artifact collection consisting of more than 18,000 fine and decorative historic objects.

OPERATIONS

The HRM Program is organized into four sections: Administrative, Museums, Historic Sites, and Historic Attractions.

The HRM Program employs 14 full time staff, 275+ part-time staff, 450+ volunteers. The HRM Program operates 361 days throughout the year and is closed on Thanksgiving Day, Christmas Eve, Christmas Day, and New Year's Day.

VISITATION

The Historic Resources and Museum Program's attractions, museums, and sites are popular and growing evidenced by our growth in visitation compared to FY2016.

Total FY2017 visitation for the HRM Program was 916,719 representing a 3.77% increase from FY16 visitation of 883,427.

All three sections exhibited growth. Historic Attractions FY16 visitation was 838,179 compared to 813,232 in FY16 representing a 3.07% increase. Similarly, the Museum Section drew 34,970 visitors compared to 31,063 visitors in FY16 reflecting a 12.58% increase. Finally, the Historic Sites Section attracted 43,570 visitors compared to 39,132 in FY16 reflecting 11.34% growth.

Museums Section: 34,970 visitors

City of Raleigh Museum: 32,681

Pope House Museum: 2,289

Historic Sites Section: 43,570 visitors

Mordecai Historic Park: 28,052

Tucker House: 3,886

Borden Building/Fletcher Amphitheater: 11,632

Historic Attractions Section: 838,179 visitors

Chavis Park Historic Attractions: 6,758

Pullen Park Historic Attractions: 831,421

Moore Square

In FY17 the HRM Program made great strides in preparing for the management of Moore Square following the park's redevelopment and reopening in the fall of 2018.

FY17 advances include the hiring of two members of the Moore Square leadership team. Douglas Porter accepted the role of HRM Program Director earlier in the year. This is a new position with various program-level responsibilities, including overseeing Moore Square. More recently, Jenna Kostka was hired as the Director of Moore Square. Ms. Kostka will be responsible for directing all operations and programs following the park's reopening. Ms. Kostka began transitioning into her new role in May, and will be instrumental in planning for Moore Square over the course of the next year.

Other FY17 accomplishments at Moore Square include:

- Ongoing construction and review meetings with Design and Development.
- Empire Eats was identified as the finalist for food concessions to be delivered at the park kiosk. Negotiations for these services is ongoing.
- Management of the historic "Norwood House" at 226 E Martin was transferred to the Historic Resources and Museum Program.
- The process of considering rules and regulation for Moore Square is underway. A comprehensive list of comparable squares within NC and the immediate region, as well as a few nationally, was compiled for reference and possible direction.
- A multifaceted communication strategy has been planned and drafted to notify area businesses, organizations, and residents of the upcoming closure of Moore Square during construction. The plan will be implemented once a firm construction date is determined.
- The HRM Program funded an Assistantship with the NCSU Public History Program. During the 2016/17 academic year, Katherine Bowers (a second year MA student), worked under the direction of staff to compile a comprehensive report on the history of Moore Square which will help guide interpretation at Moore Square moving forward. Ms. Bowers also provided input on the text which will be used on the thresholds surrounding the square.

Collections

In FY17 the HRM Program welcomed Ainsley Powell as the new Curator of Collections. Ms. Powell has accomplished an impressive amount of work with each section since she began in January.

COR Museum:

- 357 items accepted into the collection from 20 donations.
- Installation and de-installation of Beyond Bollywood which included condition reporting in October 2016 and April 2017 respectively.

Pope House Museum:

- 1,545 items accessioned into the collection.
- 1,050 items moved to conditioned offsite storage.

Mordecai Historic Park:

- 368 items accepted into the collection from 4 donations.



Exhibits

In FY17 the HRM Program welcomed Kathryn Neuhart as the Curator of Exhibit Design. Ms. Neuhart moved seamlessly into existing projects upon joining the team in April, and has since taken the lead on several new initiatives.

COR Museum:

- Idea generation and aid in set up of community based art project using Legos to create the future skyline of downtown Raleigh for Artspllosure.
- Joined existing exhibit design team to build and install You Really Stuck It To Me Today: The Political Cartoons of Dwane Powell. Projects included carpentry, interview of artist, a painted mural, graphic design and final artwork/artifact installation.
- Joined City Lab exhibit planning committee.

Pullen Park:

- Created AutoCAD layout for new fabrication workshop at Pullen Park. Planning includes required hand tools and power tools. Roof and exhaust system repairs; in progress.
- Joined Carousel Committee.

Marketing and Outreach:

- Redesign of existing Raleigh Register layout which will be produced quarterly moving forward.
- Redesign of HRM Rack cards and brochures; in progress.
- Measured and produced ground plans in AutoCAD for Tucker House and Borden Building rental marketing materials.

Boards and Commissions

The HRM Program provides direct staff support and/or partners with several affiliate non-profit boards and commissions:

In September 2012, Raleigh City Council established the Historic Resources and Museum Advisory Board (HRMAB), as the official municipal advisory body for the City of Raleigh Historic Resources and Museum Program within the Parks, Recreation and Cultural Resources Department. The mission of the Historic Resources and Museum Advisory Board is to promote, coordinate, and strengthen the advocacy and advancement of public programs within the Historic Resources and Museum Program to further the cultural development of the City. The HRM Program provides staff and resource support for this board, members of which are appointed by Raleigh City Council.

The Friends of the COR Museum, Inc. (FCORM) is a private non-profit 501(c)3 that is responsible for providing financial support to the COR Museum. In FY16, the COR Friends provided \$103,885 to the COR Museum. This support is given two ways. First through a direct \$35,435 subsidy towards the City's cost of the lease to allow the COR Museum to operate in the Brigg's Building. Secondly the COR Friends provided direct support of \$68,450 to the museum to help fund operations, exhibits, and programs. The HRM Program provides staff and resource support for this group.

The Latta House Foundation, Inc. (LHF) is a private non-profit 501(c)3 whose mission is to develop the Latta site as a memorial teaching park and cultural center. The HRM Program provides staff and resource support for this group.

The Badger Iredell Foundation, Inc. (BIF) is a private non-profit 501(c)3 whose mission is to preserve the BIF Law Office at Mordecai Historic Park. While the City owns the building, BIF owns much of the object collection in the law office and currently has a loan with the City to display these objects. In this past fiscal year, BIF generously donated 124 of these interpretive objects to the program. The HRM Program provides staff and resource support for this group.

Capital Area Preservation, Inc. (CAP) is a private non-profit 501(c)3 whose goal is to secure a place for historic resources in Wake County's future through programs of protection, promotion and education. CAP owns a significant portion of the object collection at Mordecai Historic Park and currently has a loan with the City to display these objects. The HRM Program is a strategic partner with this organization.

Raleigh Sister Cities, Inc. (RSC) is a private non-profit 501(c)3 whose mission is to promote friendship and understanding between the people of Raleigh and its Sister Cities. The HRM Program is a strategic partner with this organization with a signed Memorandum of Understanding providing RSC with staff offices as well as program support.

Society for the Preservation of Historic Oakwood, Inc. (SPHO) is a private non-profit 501(c)3 whose goal is to preserve and improve Oakwood and the surrounding areas. The HRM Program provides staff and resource support for this group.

Mordecai Citizen Advisory Council (Mordecai CAC) provides a means for citizens and neighborhoods to participate in the city's decision-making process. The Mordecai Citizens Advisory Council covers several downtown neighborhoods, including Historic Mordecai, Oakdale, Pilot Mill, East Mordecai, Capital Park, and part of Historic Oakwood. The HRM Program provides staff and resource support for this group.

FY2017 Significant Accomplishments

The HRM Program experienced many significant accomplishments during the past fiscal year, a selection of which are outlined below.

- Increased visitation and participation throughout HRM Program.
- Established central HRM Program office at Tucker House administratively named the “Office of Raleigh History and Museums.”
- Hired four new positions: 1) HRM Program Director, 2) Moore Square Director, 3) Curator of Exhibit Design, and 4) Historic Attractions Customer Service Specialist. Also, filled open leadership positions across the program.
- Identified that the historic “Norwood House” located at 226 E. Martin will serve as the Moore Square Visitor Center.
- Empire Eats was identified as the finalist for food concessions to be delivered at the park kiosk. Negotiations for these services is ongoing.
- Accepted 725 objects into the COR Museum and Mordecai Historic Park collections and accessioned 1,545 items into the Pope House collection.
- The COR Museum hosted Beyond Bollywood: Indian Americans Shape the Nation, a Smithsonian Institution traveling exhibit.
- The Museum section also opened two major exhibits: 1) The People’s Politics: Local Democracy in Raleigh, and 2) You Really Stuck It To Me Today: The Political Cartoons of Dwane Powell. In addition, the museum section produced seven temporary lobby exhibits.
- Tucker House rentals showed an increase of 10.55% from FY16.
- Volunteer numbers continued to climb in FY17 for a total of 1097 volunteers giving a total of 10,069 volunteer hours. This is up from FY16 which was also strong with 910 volunteers contributing 9528 volunteer hours.



Future Opportunities and Challenges

The HRM Program has many opportunities and challenges for the next fiscal year in addition to the daily expectations of running facilities, events, and programs.

- Develop the Raleigh Historic Resources and Museums Plan which will identify unique characters and strengths of Raleigh's heritage ecosystem, as well as establish strategic goals for Raleigh History initiatives.
- Support COR Friends' effort to raise \$500,000 in private funds for the COR Museum's City Lab exhibit.
- Increase public participation in our facilities, events, and programs while maintaining an effective balance between use, resources, and stewardship.
- Successfully develop, open, and manage Moore Square.
- Inventory all artifacts at Mordecai Historic Park and Pope House Museum and convert the object data into Informational Object Room Books for Education Staff to use as reference for tours.
- Clean up PastPerfect5 artifact database to reflect the most current locations and data.
- Open workshop at Pullen Park for exhibit builds.
- Integrate new exhibits into HRM sites across the program where a need has been identified.
- Redesign HRM print materials to create cohesive and updated look.

