

ATTACHMENT B – FY2024-25 Quarterly Reporting

Quarter	Private donations or grants received (not including City or County)	# of volunteer service hours provided	# of visitors at MoDH	Est. of total visitor spending*	Estimate of total local taxes generated*	Estimate of total economic impact*
Qtr 1	\$28,219.98	1455	2757	\$171,017.50*	\$8,875.75*	\$243,814.5*
Qtr 2	\$100,490.45	1568	2462	\$171,017.50*	\$8,875.75*	\$243,814.5*
Qtr 3	15,048.22	1728	1830	\$171,017.50*	\$8,875.75*	\$243,814.5*
Qtr 4	32,758.97	1953	2219	\$171,017.50*	\$8,875.75*	\$243,814.5*
FY24-25 TOTAL	176,517.62	6704	9268	\$684,070.00*	\$35,503.00*	\$975,258*

*These estimates are derived from reports run annually for MoDH from the DCVB for economic impact. Other key achievements in:

- Quarter 1

- On July 12, as part of the ongoing “History Among Friends” collaborative series between the MoDH and the Friends of the Durham Library, Durham-born Dr. Gregory Freeland discussed his book *Music and Black Community in Segregated North Carolina: “It’s All Right...”*, looking at the important role music played during the Jim Crow and Civil Rights eras—in the home, in schools, at church, in clubs and at parties.
- On Friday, September 20th, the Museum of Durham History officially unveiled its new exhibit, *100 Years of Duke*:

Names to Remember, here at 500 West Main Street. The event was very well-received and had an amazing turnout. Guest speakers included Stelfanie Williams from the Duke Office of Durham & Community Affairs, and Will Thorpe, son of Joyce Clayton Thorpe Nichols.

- The Museum of Durham History was honored to be featured in a publication on Duke Today, spotlighting the opening of our new exhibit, *100 Years of Duke: Names to Remember*. Credited to Chris Vilorio, the article includes a great video capturing the remarks by Stelfanie Williams, VP of the Duke Office of Durham & Community Affairs.
- **Quarter 2**
 - As part of the programming for *100 Years of Duke*, the Museum had an amazing turnout at our Pumpkin Patch and Mini Fall Festival on October 27th, with over 100 people celebrating the season with us. Families enjoyed free donuts, apple cider, face painting for the kids, and a fun photo area featuring none other than the Duke Blue Devil Mascot.
 - The Museum of Durham History was thrilled to announce the hiring of Treat Harvey as its new full-time Director of Development. Treat (she/her) in November, who brings a wealth of experience and a deep connection to Durham's cultural and nonprofit community, will lead the Museum's fundraising efforts to support its mission of exploring, sharing, and preserving the stories of Durham's diverse history.
 - It was an active season for the Museum of Durham History, as we participated in two fantastic events that celebrate the rich history and culture of our city with Preservation Durham's 50th Anniversary and RTP 180. We're so grateful for these opportunities to connect with our community and share Durham's fascinating stories.
 - A key part of our exhibit, *100 Years of Duke: Names to Remember*, is the story of Joyce Clayton Thorpe Nichols, P.A., who not only was a pioneer in the medical field, but a selfless member of the community, always giving back to and caring for those in need. On theme with Joyce's legacy, we highlighted community service and giving back to those in need. Over the holidays, the Museum was proud to partner with Note in the Pocket, a local organization dedicated to providing winter clothing for families in need.
- **Quarter 3**
 - Over the winter, the Museum made great efforts to bring our traveling exhibits directly to students and classrooms. In our mission to serve as a "museum beyond walls" and as continuing programming for *100 Years of Duke: Names to*

Remember, we have developed a traveling version of *Durham A-Z: E is for ESP*. Another traveling exhibit that saw use was *L is for Legacy*. All 3 of these traveling exhibits were installed in offsite locations at least twice over Quarter 3.

- In partnership with Durham Public Schools, the Museum sent an updated version of its *Faces of Durham* exhibit to Lakewood Elementary School, making history more accessible than ever to their students. *L is for Legacy* went to Spring Valley Elementary in February, and *E is for ESP* went to the Durham County Library, the Chesterfield building, and the Duke Medical Library.
- In January, the Museum of Durham History hosted a memorable opening event for its newest addition to the *100 Years of Duke: Names to Remember* exhibit. Titled *Nuestra Historia, Nuestra Voz / Our History, Our Voice: Latinés at Duke*, this student-curated banner exhibit highlights the significant contributions and stories of Latiné students, faculty, and staff at Duke University from the early 1900s to today. This banner exhibit will remain up through the spring.
- Treat Harvey and Clay Harrison had the opportunity to represent the Museum of Durham History at the North Carolina Museums Council's 2025 Conference in Raleigh, NC. While there, they connected with several North Carolina museum institutions, and got to promote the Museum's mission and programming on the state level.

- **Quarter 4**

- On Friday, April 25th, the MoDH and the Friends of Geer Cemetery welcomed a great crowd of special friends for the opening event of our new exhibit, *Unearthing Stories of Geer Cemetery*. Guests enjoyed the meticulously curated exhibit, complete with cherished artifacts loaned by the Friends, and interactive audio-visual features.
- The Museum of Durham History is excited to continue our mission of being a “museum beyond walls” and bringing exhibits directly to the public by attending different farmer's markets over the coming months. With generous support from PNC, we kicked things off on Saturday, April 26th, with a visit to the Downtown Durham Farmer's Market at Durham Central Park. We will be at the Downtown Durham Farmers' Market as well as the Black Farmers' Market at Durham Technical Community College monthly during the summer and fall seasons.
- On Saturday, April 12, the Museum of Durham History, Durham County Library, and Durham Library Foundation welcomed community members for an unforgettable panel discussion honoring the life and legacy of Joyce Clayton Thorpe Nichols, as part of the programming for the *100 Years of Duke* exhibit.
 - Held at the Durham County Main Library as part of Library Fest 2025: North Carolina Edition, this fireside chat

was more than just a tribute. It was a living reminder of the power of everyday people to change the course of a community. As moderator Mayme Webb-Bledsoe, Duke University's Assistant Vice President for Community Development and Chair of the Durham Housing Authority so poignantly said: "We're talking about regular people trying to do good things in Durham."