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- Honorable Robert P. Young, Jr.
DEAR FRIENDS AND SUPPORTERS:

This past year was a game changer for the Detroit Historical Society.

Year four of the Past-Forward Campaign brought us to 90 percent of our comprehensive campaign goal of raising $20.1 million — and this was the year when most of the major planned projects funded by the campaign became realities.

In September, we dedicated the new Legends Plaza outside the Woodward Avenue doors of the Detroit Historical Museum. This new outdoor attraction features two dozen hand and signature castings in cement from city luminaries from the worlds of sports, entertainment and media. We will continue to add legends to this attraction — which is already a 24-hour, seven-day a week favorite — every year.

In November, we celebrated the Grand Re-Opening of our flagship attraction, the Detroit Historical Museum, after a spectacular six-month, $12 million renovation. Our Grand Re-Opening Gala kicked off the festivities with great fanfare, generating significant media coverage and raising more than $300,000 toward our campaign goal. After some additional preview events, the Museum opened to the public on the day after Thanksgiving, remaining open for more than 55 straight hours and welcoming over 15,000 guests! The momentum generated by the renovations and our free admission policy continued throughout the next seven months, with over 100,000 visitors coming through the doors by the end of the year.

Next, we shifted our attention to our Belle Isle gem, the Dossin Great Lakes Museum, which closed in December for a $2 million renovation and re-opened in mid-May with another very successful Gala and public re-opening. Like the Detroit Historical Museum, the response by our Dossin visitors has been very positive with guests of all ages finding the new and refreshed exhibits and the new hands-on interactive features, engaging and informative, resulting in a 25 percent increase in attendance over previous years.

As you will read in this report, the positive news over the past year transcends across all aspects of the Detroit Historical Society. Beyond our brand new attractions, we’ve made great strides in increasing the accessibility of our collections to the public and in improving and expanding the educational and community programming we offer.

Without you, none of this would have been possible. Thank you to everyone who contributed time, talent and resources to make this past year so transformative — especially our board of trustees, staff and volunteers, and to all of you who have supported our Past-Forward Campaign. Together, we have accomplished much and have helped ensure that the Society has a strong future ahead.

Sincerely,

THOMAS C. BUHL  
PRESIDENT  
DETROIT HISTORICAL SOCIETY

ROBERT A. BURY  
EXECUTIVE DIRECTOR AND CEO  
DETROIT HISTORICAL SOCIETY
2012-13 WAS AN AMAZING YEAR ACROSS THE BOARD...

IN CURATORIAL:

• Senior Curator Joel Stone partnered with Dr. Denver Brunsman of Wayne State University to complete the publication of the Society’s second book, entitled Border Crossings: The Detroit River Region in the War of 1812, and launched it with a successful War of 1812 symposium.

• The Society also partnered with the Cranbrook Institute of Science to create a learning opportunity utilizing the cannon retrieved from the Detroit River in 2011 as an active conservation object in their 2013 exhibits Extreme Deep and Dive Deep.

IN COLLECTIONS:

• The Digitization project has continued to make great progress. The year started with just over 9,000 records digitized and uploaded to both the public and member accessible areas of detroithistorical.org and ended with 20,424 records digitized, researched and uploaded.

• The Collections team brought in a record amount in earned revenue from our newly digitized images, artifact loans, research requests and a few other avenues.

IN EDUCATION:

• The Society obtained funding for two new educational outreach projects; one is a research project for high school students that will help populate a web-based interactive map with information and primary sources on Detroit’s World War II factories. The second is to develop a Teacher Resource Portal on detroithistorical.org that will provide Detroit history resources for K-16 teachers.

• The Society developed a partnership with the Detroit Public Schools that resulted in approximately 1,200 summer school students attending day camps this year.

WITH OUR AUXILIARY GROUPS:

• The Black Historic Sites Committee celebrated its 41st anniversary with a special event honoring African American trailblazers in July 2012 at the Dossin Great Lakes Museum. The group also presented a very successful program commemorating the 150th anniversary of the first reading of the Emancipation Proclamation in Detroit in January and hosted a VIP breakfast prior to the June March for Freedom at the Detroit Historical Museum, celebrating the 50th anniversary of the original march down Woodward Avenue with Martin Luther King, Jr. in June 1963.

• The Detroit Historical Society Guild hosted a sold-out children’s Teddy Bear Tea event in May 2013 and collaborated with the Historic Fort Wayne Coalition on two successful flea markets in October 2012 and April 2013.

• The Dossin Maritime Group’s annual Lost Mariners Remembrance event on November 10th featured record-breaking attendance. The Group also hosted its annual Fair Winds Fall Gathering at the Dossin Great Lakes Museum in October and its annual Marine Mart at the Grosse Pointe War Memorial in November.

• The Glancy Trains Modular Railroad Club appeared at events year-round, including the annual Maker Faire weekend, Holiday Nights and Day Out with Thomas events at Greenfield Village, the Festival of Trees and a variety of metro Detroit train shows.
FOR DEVELOPMENT:

- The Detroit Historical Museum’s Grand Re-Opening Gala showcased our newly renovated attraction in the heart of Midtown, welcoming over 400 guests and raising more than $300,000.

- Likewise, the Dossin Great Lakes Museum’s Grand Re-Opening Gala welcomed 250 guests to our Belle Isle gem, bringing in more than $160,000.

- In partnership with the DIA Founders Junior Council and several other nonprofit young professional groups, the Society’s young professional group Detroit 313 hosted almost 300 people for an afterglow celebration of “Detroit Loves Cinema” in February.

- The Society increased membership from the previous fiscal year by 26 percent, adding almost 500 new members and reaching a retention rate of 93 percent.

- Visitors to the Detroit Historical Museum responded positively to the new admission policy while also donating nearly $60,000 at the door since the Grand Re-Opening.

FOR EXHIBITIONS:

- Two Community Gallery exhibitions were installed after the Detroit Historical Museum renovations. The first was The Power of HOPE (pictured below), featuring the story of Detroit non-profit Focus: Hope, followed by A Cultural Thread … The Enduring Ukrainian Spirit (pictured at left) from the Ukrainian Museum & Archives.

- In addition to the new permanent exhibitions both at Detroit Historical Museum and Dossin Great Lakes Museum, our team developed and installed seven new temporary exhibitions that will rotate out between January and May 2014.
FOR FIELD TRIPS & GROUP TOURS:

- Revenue collected from school field trips and group tours increased four percent over the previous year, despite having both museums unavailable for significant portions of the year.

- New workshops introduced last year, including the History Detective Game, Trading Posts & Animal Pelts: Detroit’s Early Fur Trade and Great Lakes Transportation, experienced a 173 percent booking increase over the first year.

- 209 School Programs were booked during the year, an 18 percent increase over the previous year, bringing 10,713 students, teachers and chaperones to the Detroit Historical Museum and Dossin Great Lakes Museum.

- 1,688 students visited the museums via the Adopt-A-Class program, an increase of 17 percent over the previous year. The Society also continued to offer free Detroit Historical Museum field trips to all of the Detroit Public Schools’ 3rd and 4th grade classes through a grant from Bank of America. Through this program, we welcomed an additional 724 students to the Detroit Historical Museum; a 66 percent increase over the program’s first year of operation. In all, 2,412 at-risk or underserved students visited the Museums free of charge during the year — 23 percent of all school field trip participants.

FOR FACILITY OPERATIONS:

- Thanks to the Society’s Past-Forward Campaign, the renovations at both Museums included interior and exterior improvements — replacing old, cracked cement; new signage and banners; and fresh paint at the entrances and throughout.

- As a result of a matching grant from the National Endowment for the Humanities, the Detroit Historical Museum, the Dossin Great Lakes Museum and the Collections Resource Center now have state-of-the-art security systems, featuring Bosch alarm packages with cameras, motion detectors, and DVR recording.

FOR FACILITY RENTALS:

- Revenue collected from 125 facility rental events during the year was up 14 percent over the prior year and 46 percent from two years ago. This year, the average rental contract price of $938 was up 61 percent over the previous year.
IN MARKETING & PUBLIC RELATIONS:

- The Society’s website featured a total of 241,216 visits over the course of the year by more than 160,000 unique visitors.
- In partnership with Franco Public Relations, the Grand Re-Opening of the Detroit Historical Museum generated more than 400 individual print, broadcast or web hits and more than 800 million media impressions between October and December 2012.
- The Society’s speakers bureau made a total of 31 presentations throughout metro Detroit during the year, reaching an audience of more than 2,400 people.

IN OUR MUSEUM STORES:

- Combined gross sales at our two Museum Stores and online added up to $143,351 for the year. At the Detroit Historical Museum, store sales were up 64 percent over the previous year — all accomplished with only seven months of operation after the Grand Re-Opening.
- Part of the success of the stores can be attributed to several new lines of merchandise, including Made In Detroit, Carhartt and Detroit Scroll.

IN PROGRAMS:

- The Society welcomed more than 12,000 people for the annual Noel Night in December 2012, hosted a War of 1812 Symposium, and welcomed more than 1,100 individuals for African American History Day in February.
- A total of 42 Behind the Scenes tours were attended by 916 people during the year, including 29 that were sold out. Six tour locations were new offerings this year.

WITH OUR VOLUNTEERS:

- Society docents volunteered for a total of 10,523 hours during the year, with the overall volunteer hours reaching just under 14,000.

IN VISITOR SERVICES:

- The Detroit Historical Museum welcomed just under 100,000 guests from the Thanksgiving weekend 2012 Grand Re-Opening through the end of June — an increase of more than 100 percent compared with numbers from previous years — a positive response to both the $12 million renovation and the free admission policy.
- At the Dossin Great Lakes Museum, attendance increased by more than 25 percent over similar periods in previous years since the May 2013 Grand Re-Opening after a $2 million renovation.
- Parking revenues for the year at the Detroit Historical Museum also increased to $49,000 during this period.
# DETROIT HISTORICAL SOCIETY

Combined Revenue and Expense Statement for the Fiscal Year Ended June 30, 2013

<table>
<thead>
<tr>
<th>REVENUE:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Philanthropy</td>
<td>$ 5,434,645</td>
</tr>
<tr>
<td>Earned Income</td>
<td>442,992</td>
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<tr>
<td>City and State Funding</td>
<td>247,734</td>
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<tr>
<td>Investment Income</td>
<td>56,439</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$ 6,181,810</strong></td>
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</table>

<table>
<thead>
<tr>
<th>EXPENSES:</th>
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<tbody>
<tr>
<td>Program Services</td>
<td>$ 4,250,824</td>
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<tr>
<td>Supporting Services</td>
<td>1,181,564</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>5,432,388</strong></td>
</tr>
<tr>
<td>Net Change to Assets Before Investment Gains</td>
<td>749,422</td>
</tr>
<tr>
<td>Net Realized and Unrealized Gains on Investments</td>
<td>235,181</td>
</tr>
<tr>
<td><strong>Surplus</strong></td>
<td><strong>$ 984,603</strong></td>
</tr>
</tbody>
</table>

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**Detroit Historical Society**  
**BALANCE SHEET • JUNE 30, 2013**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Investments*</td>
<td>$ 2,669,644</td>
</tr>
<tr>
<td>Contributions and Accounts Receivable</td>
<td>2,798,370</td>
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<tr>
<td>Other Assets</td>
<td>5,788,838</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$ 11,256,852</strong></td>
</tr>
<tr>
<td>Liabilities</td>
<td>$ 106,176</td>
</tr>
<tr>
<td>Net Assets — Unrestricted</td>
<td>9,623,964</td>
</tr>
<tr>
<td>Net Assets — Restricted</td>
<td>1,526,712</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 11,256,852</strong></td>
</tr>
</tbody>
</table>

*The assets do not reflect a Detroit Historical Society Endowment held by the Community Foundation for Southeast Michigan. The fund was valued at $1,500,244 as of June 30, 2013.

Audited Detroit Historical Society financial statements for the fiscal year ended June 30, 2013 are available at the Society offices, 5401 Woodward Ave., Detroit, MI 48202, or by calling (313) 833-7935.

www.detroithistorical.org
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- Community Foundation for Southeast Michigan
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- PNC
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  - The Roostertail
  - Talmer Bank and Trust
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- Trent Design LLC
- Village Club Foundation
- Whelan Family Foundation
- Wilkinson Foundation

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- Wolverine Packing Company
- World Heritage Foundation - Prechter Family Fund

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- Matilda R. Wilson Fund

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- Computech Corporation
- Benson & Edith Ford Fund
- The Glancy Foundation Inc.
- ITC Holdings
- Mark/Lis Family Fund
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- Penske Corporation
- The Karen and Drew Peslar Foundation
- PNC Foundation
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- Art Van Furniture Inc.
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- Friends of the Oak Park Library
- Jo-Elson Family Foundation
- Friends of Wayne State University
- George Johnson & Company
- Goerlich Family Foundation
- Grosbyle Pointe Unitarian Church

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- Comerica Charitable Foundation
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- James and Lynelle Holden Fund
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- Japan Business Society of Detroit
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- W.J. O’Neil Company
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- Detroit Windsor Tunnel LLC
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- East Detroit Retired Teachers
- Evangelical Homes of Michigan
- Friends of the Blair Memorial Library
- Friends of the Oak Park Library
- Friends of Wayne State University
- George Johnson & Company
- Goerlich Family Foundation
- Grosbyle Pointe Unitarian Church

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*The new Allesee Gallery of Culture includes both the glowing neon letters from Tiger Stadium and a Little Caesars character weighing over 500 pounds.*
Jean Wright and Joseph L. Hudson, Jr. Fund
The Inn at Cass Lake
J.R. Thompson
Jewish Senior Life Services, Inc.
John King Used & Rare Books
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LEO AFT Michigan Local 6244
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Michigan Humanities Council
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Service, Inc.
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Robert and Mary Lubera
Ms. Maud Lyon
Mrs. Florine Mark

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The Detroit Historical Society's social media presence dramatically expanded over the last year. The Society's flagship Facebook page grew to 6,272 “likes” during the year — an increase of more than 132 percent — and additional pages were launched for the Detroit Historical Museum, Dossin Great Lakes Museum and the Black Historic Sites Committee. On Twitter, the Society's page grew to 2,917 followers — an increase of 163 percent.
The Kid Rock Music Lab invites visitors to enjoy a concert, “mix” some music and learn how Detroit has created music heard around the world for more than 100 years.
Martin Luther King, III addresses gathered media flanked by the Reverend Jesse Jackson, the Reverend Al Sharpton, and other leaders from the NAACP and the community as they kicked off the 50th anniversary of the 1963 Walk to Freedom on Legends Plaza at the Detroit Historical Museum.
Dan Robbins, a former graphic designer who created Paint-By-Numbers kits and author of Whatever Happened to Paint-By-Numbers? told his story at a Scholar Series event at the Detroit Historical Museum in January.
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The result of a year-long community history partnership between the Detroit Historical Society and Wayne State University, Border Crossings: The Detroit River Region in the War of 1812 was published in the Fall of 2012.
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Left: Bobbi and Stephen Polk at the Gala celebrating the Grand Re-Opening of the Dossin Great Lakes Museum, which now features the Polk Family Hall. Right: Maggie and Bob Allesee’s gift to the Past-Forward Campaign enabled the Society to transform the “round hall” at the Detroit Historical Museum into the Allesee Gallery of Culture.
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The Detroit Historical Society educates and inspires our community and visitors by preserving and portraying our region’s shared history through dynamic exhibits and experiences.

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To create a shared sense of community and pride by celebrating the history and the unique culture of our region.