



2023-24 BOARD OF TRUSTEES

As of Nov. 13, 2024

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Elana Rugh, Cynthia Kresge, and Rip Rapson with the 2024 Moving Forward Award, presented to the Kresge Foundation at the Society Ball.

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DEAR FRIENDS AND SUPPORTERS:

For more than 100 years, the Detroit Historical Society has been sharing Detroit's stories and why they matter through exhibitions, programs, and community outreach. The past few years have been some of the most dramatic in our shared history, and we are grateful to all of our stakeholders for your support as we continue to present award-winning programming and exhibitions while working to ensure that the critical work of preserving the region's history is sustained in perpetuity.

We were thrilled to welcome you back to our museums this year with 21 new exhibitions and dozens of public programs and educational events. We are proud to report that you have returned to the museums in record numbers for exhibitions like *Detroit's Chinatowns* and *In the Neighborhood: Everyday Life on Hastings Street*, presented in partnership with the Jewish Historical Society of Michigan and for programs like our Martin Luther King, Jr. Day and Juneteenth celebrations, Michigan History Day, the Legends Ball, and the Hustle Gala. Our virtual efforts continue to make our collection of artifacts and historical storytelling much more accessible, expanding the reach of our growing digital collection, the Encyclopedia of Detroit and everyone's weekly dose of History From Home. Virtual tours, traveling exhibitions, social media features, and the second season of our podcast continue to collect followers and expand the Society's reputation across the country. Be sure to watch for a brand new website developed to support all of these offerings in 2025.

The new programs and partnerships that we have developed over the past year have helped us to reach new audiences, welcoming thousands of brand-new supporters to our museums. Our membership topped 5,000 this year for the first time, and together with our donors, these stakeholders are truly the lifeblood of this great institution. We are thankful that your ranks have continued to grow at a steady pace. Our goal for the upcoming year is to provide each member with special access, ample information and a best-in-class member experience, whether we are in-person or virtual. We are always adding new benefits, and we hope you agree that membership has value.

The coming year will undoubtedly offer many new challenges and history-making moments. As your historical institution, the Detroit Historical Society will be there to document them all. We look forward to serving you for the next century; with your continued support our shared future looks bright. Thank you.

Sincerely,



ELANA RUGH
PRESIDENT & CEO
DETROIT HISTORICAL SOCIETY



JOHN P. DECKER
CHAIR, BOARD OF TRUSTEES
DETROIT HISTORICAL SOCIETY

On front: Hustle honorees pose during the Hustle Gala on February 3, 2024 at the Detroit Historical Museum. Photo by Daisy Blue Photography.

2023-24 KEY ACCOMPLISHMENTS

EDUCATION, PROGRAMS & OUTREACH:

- We hosted 4,000 3rd graders from the Detroit Public Schools Community District in FY24 at the Detroit Historical Museum and the Dossin Great Lakes Museum. Seeing the same students twice in a school year has allowed us to expand our content, make deeper connections with classroom lessons, and keep a rapport with students and teachers, many of whom remember us when they see us a second time!
- In total, we welcomed 13,000 students from traditional and non-traditional schools for tours, scavenger hunts, StoryLiving theatrical performances, or self-led experiences.
- As part of our IBCCES Certified Autism Center accreditation, we introduced sensory bags for children and adults at both museums.
- Midtown Educator Night, hosted by Midtown, Inc, brought 150 teachers and educators from around the region to the Detroit Historical Museum and our neighbor institutions in September.
- The North American International Auto Show, traditionally held in the winter, had a one-time occurrence in September 2023. During Auto Show week, we partnered with Sim4Stem and Delorean Generation Motors to offer programming for teens, exposing them to different aspects of car engineering and race performance. We saw 230 students through this week-long program.
- This year's Lost Mariner's Remembrance saw 100 guests from both the United States and Canada and honored the *Goliath*, a ship lost in 1848 and discovered in 1994. David Trotter, who found the shipwreck, spoke about the lives lost and how he found the wreckage.
- Our annual MLK, Jr. Day event featured Sharon E Sexton and her children's book, *MLK, Jr's Detroit Dream*. Guests heard remarks from activist Dr. William G. Anderson and enjoyed making peace signs and participating in a peaceful march around the museum afterward.
- In February, the Dossin Great Lakes Museum hosted Shiver on the River for the second year, with Friends of the Detroit River. Twenty partner vendors, a magician, cartoonist, ice carvers, and 300 event attendees joined us.
- The Detroit Historical Museum once again hosted the Michigan History Day, District 10 contest in March. Participation doubled from last year with 161 students. Over 40 students from our group went onto the state competition, and five projects made it to nationals in Washington D.C. One of our groups was given a special award at the top competition and selected to exhibit their project with the Smithsonian Institution.
- This year's Earth Day programming at the Dossin Great Lakes Museum in April was held in partnership with MSU's Science Festival. We hosted performances, take-home stained glass and flower crafts, and a community craft made of litter found outside the museum. Over 250 people attended.
- Our museums hosted tours for students participating in the Detroit River Storylab, run by the University of Michigan. Our staff and volunteers rode on a schooner operated by the Inland Seas Education Association as an enrichment outing.
- Juneteenth featured the art of Kwaku Osei-Bonsu, who creates crowns to honor community members for their impact. For this event, he honored Malik Yakini, founder of the Detroit People's Food Co-Op, Amariyanna Copeny, also known as Little Miss Flint, and Julius Tillery of Black Cotton in North Carolina.
- We hosted 30 Behind the Scenes Tours with 520 guests. We visited Little Caesar's Arena for the first time, and we resumed church tours as standalone visits.



Young guests enjoyed craft activities during Earth Day and Treats in the Streets.

EXHIBITIONS & CURATORIAL:

- *Detroit Diesel Power* was developed in partnership with Penske Corporation and Daimler Chrysler in our *Motor City Showcase*.
- The *Automotive Showcase* featured the 1975 AMC Pacer D/L from our auto collection.
- *Origins: Life Where the River Bends* was updated for Fall 2023 with a new introductory video, map interactive, searchable table, immigration interactive, and audio.
- *Hudson's Holidays* returned for the third year in the former *Gallery of Innovation*, which has become the *City of Champions Gallery*.
- *The Hustle: Detroit's Unsung Entrepreneurs* showcased the life and work of our 34 Hustle honorees in *Wrigley Hall*.
- The *Auditorium Showcase* featured *Stories in Stereo: Voices of Detroit Students* from 826Michigan and *Arising from the Ashes: Twenty-Five Years of Detroit, 1967-1992*.
- *Thirty-Five | 20* presented in partnership with the Detroit Pistons, celebrated the '89 and '04 Pistons teams in the *City of Champions Gallery*.
- *Concrete Canvas* highlighted Detroit's public art in the *Allesee Gallery of Culture's Center Stage*, in partnership with Preservation Detroit.
- *Travelin' Man: On the Road and Behind the Scenes with Bob Seger* opened in *Motor City Music*. Featuring a selection of photos by Tom Weschler from the book that he co-wrote with Gary Graff, the exhibition opened with an evening fundraiser in partnership with Detroit PBS.
- The *Community Gallery* featured the popular *Detroit's Chinatowns*, whose run was extended, and *In the Neighborhood: Everyday Life on Hastings Street*, presented in partnership with Jewish Historical Society of Michigan
- We presented *Images from History: People Who Defined Detroit in the 1960s* by Sue Marx and *1984 World Series Street Portraits* by Carlos Diaz in the *Detroit Artists Showcase*.
- *Kresge at 100*, a two-part exhibition showcasing the 100th anniversary of the of the Kresge Foundation and the history of the S.S. Kresge Company, opened in *Wrigley Hall* and included an update to our Kresge & Wilson Big 5 and 10 Store in the *Streets of Old Detroit*.
- At the Dossin Great Lakes Museum, we partnered with Bayview Yacht club to create *Challenge These Waters: 100 Years of the Port Huron Mackinac Race*.
- This year's *Ship Model Showcase* models were restored as part of our *Maritime Miniatures* fundraiser.
- In collaboration with NOAA, the Detroit Zoological Society, the Belle Isle Nature Center, Belle Isle Conservancy, and the Green Door Initiative, we created the pop-up traveling exhibition *A River's Rejuvenation: The Fish Story of Detroit* along with a companion booklet.
- We installed a *Detroit Lions Draft* timeline and display during the NFL Draft in April.
- We added handprints from three new individuals to *Legends Plaza* in July: Ann Delisi, Don Was and John Sinclair and in May we added three more: Huel Perkins, Mickey Redmond, and Greg Kelsner!

MUSEUM RENTALS:

- Facility rentals generated \$88,366.50 in revenue for FY24.
- We experienced a significant increase in rental inquiries, averaging 10-15 per day, with notable interest for conferences in April and May 2024.
- We achieved nearly 90% completion of the preferred catering list before the end of FY 23-24, including three contracts signed with new vendors: Lone Star Catering, The Kitchen by Cooking with Que, and Apple Spice Catering.
- We established collaborations with notable organizations including Wayne State University, Montclair State University, Design Core Detroit, and Ziebart.



Updates to *Origins: Life Where the River Bends* include the addition of a section of stockade fence from Fort Lernoult/ Fort Shelby, donated by Comerica Bank.

MARKETING & INTERNAL EVENTS:

- We hosted a series of big events for the 2023 Concert of Colors, including a day of musical performances, a vendor fair, a panel discussion with Don Was and John Sinclair moderated by Ann Delisi, and a pair of film screenings at the Detroit Historical Museum.
- In conjunction with the *Black Baseball in Living Color* traveling exhibition of original portraits by Graig Kreindler, the museum hosted the SABR Jerry Malloy Negro League Conference in July and a book talk and signing with the artist in September.
- We exhibited at the 2023 African World Festival and used the opportunity to create a branded pop-up tent to be used at future on- and off-site events.
- During August, we offered free admission for teachers and all school employees to both museums for Educator Appreciation Month, resulting in 130 visits.
- We promoted the historic exhibition at Book Tower with a landing page on our website and a successful social campaign, reaching 52,372 people with 2,535 interactions across our channels during September.
- Our social campaign for the 2024 Society Ball received 366,000 impressions on its organic posts, and we reached another 15,855 people through targeted social ads. Our invite emails reached 28,213 people, and our ads on WDET ran for 11 days.
- The Detroit Historical Museum and Dossin Great Lakes Museum rejoined the Michigan Activity Pass program, in which library patrons can “check out” a pass to receive free/discounted admission to cultural organizations around the state. We previously participated before the museums went to free admission in 2012.
- We created new printed sensory guides and signage for both museums as part of our IBCCES Autism Center certification.
- The Detroit Historical Museum was chosen as a finalist for *Hour Detroit’s* Best of Detroit 2024 contest in the category of museums.
- For the first time in 10+ years, we re-photographed all museum galleries and exterior views at both locations to update our trove of stock photography.
- The Detroit Historical Museum hosted well-attended Late Nights at the Museum with free admission courtesy of the William Davidson Foundation and Kresge Free Second Sundays courtesy of the Kresge Foundation.
- We had great turnout for the Hustle Entrepreneur Resource Summit on November 4, after a successful marketing campaign that included advertising on local iHeart Radio stations with a reach of 163,000 and 268,700 impressions. A Facebook livestream from the event reached an additional 1,968 people.
- We had strong attendance during this year’s Free Holiday Sundays and Holiday Week extended hours (+19% increase in 2023 Free Sunday Detroit Historical Museum visitors and +8% at the Dossin Great Lakes Museum). With one more day in this year’s Holiday Week open hours vs. last year’s, we nearly doubled attendance at the Detroit Historical Museum and nearly tripled it at the Dossin.
- On March 13, 313 Day, 400 visitors enjoyed free admission and the opportunity to see Detroit vs. Everybody’s new historically inspired fashion line at the Detroit Historical Museum.
- We kicked off Jewish Historical Society of Michigan’s run of *In the Neighborhood: Everyday Life on Hastings Street* with a private opening event on April 18 (265 people attended), a media preview day on April 19, and the first public programming (a family program and a lecture) on May 5. Additional programs and private tours continued through July.
- The Detroit Historical Museum celebrated City of Champions Day on April 20 with a live podcast recording event, historical lecture, and handcasting.
- The Kresge Foundation’s centennial exhibition opened with a private celebration on May 1 (178 people in attendance), a media preview on May 2, and a member preview on May 3.
- We ended FY24 with successful web and digital growth. We met our web growth goals (finishing the year with 1.4 millions pageviews), and we also met our goal for new social followers (10,000 followers, +10% year-over-year), and exceeded our ad reach goals (+157% traditional ad reach and +160% social ad reach).
- We also had a great year of email growth with our new Omatic/Altru integration, showing 132% growth in email opens.
- We now have 136,000+ fans and followers across social media platforms (Facebook, Twitter/X, Instagram, LinkedIn, and YouTube). Last year, we reached 17.6 million people (+65%) with 317,913 engagements across platforms.

RETAIL & VISITOR SERVICES:

- Our vintage Lions merchandise attracted interest from displaced Lions fans and Detroiters around the country in the fall. These new customers doubled our e-mail list for the store, and many of them returned to purchase other items over the holidays.
- We had a great year with our off-site locations. Lions merchandise brought them to the Detroit Shoppe and All Things Marketplace, but the traffic increase led to increased sales of many other vintage items, including a new line of Faygo t-shirts, new GM and Ford apparel, and more.
- At the Dossin Great Lakes Museum, we created a private label program and started with museum logo and *Miss Pepsi* t-shirts.
- At the Detroit Historical Museum, we launched Protect Culture merchandise in conjunction with the Charles H Wright Museum, offering shirts, bags, hats, hoodies, and more. All are made in Eastern Market.
- We partnered with Well Done Goods in Eastern Market on new merchandise for the Kresge exhibit.
- In April, we set up a pop-up shop for the first day of the NFL Draft. Between the pop-up and the awareness it created, we sold over \$22,000 in merchandise during the Draft.
- The Detroit Historical Museum's reputation for great exhibits and now great merchandise has created momentum, and our numbers were strong all summer long.

HUMAN RESOURCES:

- In April 2024, we hired a Senior HR Manager to focus on creating and documenting processes, ensuring consistency, and helping to improve our overall culture.
- We launched a new system for performance management that will allow us to conduct performance reviews electronically, bringing speed and accuracy to the process.
- We ended FY24 with a total of 75 employees: 44 full-time and 31 part-time, which included 5 part-time interns.
- Fruitful partnerships with Wayne State University and Eastern Michigan University continue to send qualified and passionate candidates into our pipeline for interns and part-time positions.
- We are grateful for the opportunity to provide internships. We once again enjoyed taking our interns on an annual Tigers game outing.
- Expanding our hours this past year provided more open days for patrons—and more opportunities for our Visitor Experience Associates—many with degrees in history or related fields.
- Our existing management team and full-time staff continue to demonstrate remarkable creativity, adaptability, and flexibility.
- In HR, we have moved from “maintenance mode” in the time of COVID, to “mission mode” as we aggressively recruit top talent to fill our ranks and provide the best museum experience for our visitors, stressing personal and professional development at all levels.



Author Curtis Chin presented a book talk and signing for his new memoir and contributed family stories to *Detroit's Chinatowns*.



Kresge at 100: A Century of Impact, A Future of Opportunity opened in May 2023 in Wrigley Hall.



Artist Kwaku Osei-Bonsu led guests in art-making as part of our Juneteenth program.

PUBLIC RELATIONS:

- Our Sim4Stem partnership event at the Detroit Historical Museum and the car collection at the CRC both received media attention in conjunction with the Auto Show in summer 2023.
- We had wide media coverage for the opening of *Detroit's Chinatowns*, with features from the *Detroit News* and WXYZ. An AP article on Curtis Chin's related memoir received national pickup.
- The return of *Hudson's Holidays* received media coverage in the *Detroit Free Press*, WXYZ, and *C&G News*.
- We had great coverage of *The Hustle* around Black History Month, including a piece on father and son Emmanuel Smith "Mr. E in the D" and Eleazar-Yisrael Smith, who were featured side-by-side in the Detroit Historical Museum in *The Hustle* and *Stories in Stereo* exhibitions.
- We worked with Ziebart International on a media event to mark their 65th anniversary in March. The press conference and private celebration also included a small Detroit Historical Museum exhibit that was open over the spring and summer.
- On Sunday, April 21, news crews from all the major Detroit TV stations visited the Dossin to highlight its Earth Day programming. WDIV did their live weather report from the museum's galleries and patio that morning.
- We hosted a press conference on June 14 recognizing Detroit artist Marcus Glen as he donated his original painting *Hoopin' in the Hood* to the Detroit Historical Society collection.
- On June 20, we hosted a documentary crew from the Public TV show *Empowered*, hosted by Meg Ryan. We'll be featured in their season showcasing leaders in the future of art, culture, science, and history.



Huel Perkins was interviewed after he cast his hands in cement for *Legends Plaza*.

OPERATIONS:

- Thanks to funding for capital projects from the city of Detroit, we continued to make significant progress in maintaining and upgrading our two museums and the Collections Resource Center (CRC). Projects included:
 - ▶ Restoring and upgrading the Detroit Historical Museum's exterior lighting. Our 1951 mid-century modern building now has a beautifully lit façade.
 - ▶ Restoring and upgrading the lighting in the *Gothic Room* at the Dossin Great Lakes Museum. Obsolete fixtures were replaced with state-of-the-art LED lighting that illuminates the stained glass in what was the gentleman's lounge of the *City of Detroit III* ship.
 - ▶ Replacing and upgrading public restroom fixtures at the Detroit Historical Museum as part of a multi-year plumbing program.
 - ▶ *Wrigley Hall*—a prime exhibition area—was repainted with the addition of soundproofing panels to make the space more engaging for visitors. The Kresge Foundation's centennial exhibit was our first exhibit in the newly updated space.
 - ▶ In addition to painting *Wrigley Hall*, the third-floor administrative areas were repainted for the first time in 20 years.
 - ▶ A comprehensive repair of our freight elevator—vital for installing exhibits—sump pump upgrades to deal with more extreme weather events, and several HVAC-related repairs and upgrades were completed to make each building more energy efficient.
 - ▶ A complete redo of the Detroit Historical Museum's guest parking lot, last done in the 1990s and our largest project of FY24.



The Detroit Historical Museum's guest parking lot was completely repaired and repaved.

THE HUSTLE: YEAR TWO

- *The Hustle* officially launched on April 27, 2022 and concluded on March 31, 2024 with the close of the final exhibition. Exhibition themes and dates included the following:
 - ▶ *Foodies, Artists and Entertainers*: October 21, 2022–January 8, 2023
 - ▶ *Fixers and Helpers and Caregivers*: January 14–April 8, 2023
 - ▶ *Makers and Creators*: April 15–July 8, 2023
 - ▶ *Stylists and Shopkeepers*: July 15–October 8, 2023
 - ▶ Final comprehensive exhibition, featuring all honorees: October 28, 2023–April 1, 2024
- Each *Hustle* exhibition opened with a free general admission day at the Detroit Historical Museum, helping to expand community access to the exhibitions. The achievements of the first round of the program, listed below, led the Society to extend the initiative for a second round, which will kick off in early 2025.
 - ▶ 73,086 people visited a *Hustle* exhibit.
 - ▶ Six virtual programs engaged 4,468 participants.
 - ▶ Four educational programs engaged 120 students.
 - ▶ 495 people purchased tickets to the Hustle Gala.
 - ▶ The Hustle Resource Summit garnered 925 registrations, 555 attended.
 - ▶ The Detroit Historical Society has awarded \$500,000+ in new contracts to Hustle nominees since 2022.
 - ▶ *The Hustle* has been recognized with the Michigan Museum Association Peninsula Award for Diversity, Equity and Inclusion, and the Association for Midwest Museums Groundbreakers Award.



The final *Hustle* exhibition featuring all 34 honorees opened in October 2023 in Wrigley Hall.



Guests celebrated in style at the Hustle Gala in February 2024.



The Hustle Entrepreneur Resource Summit featured panel discussions, workshops, and a vendor fair in November 2023.



DEVELOPMENT:

- Alberta Elder, resident of Lebanon, NH, reconnected with the Detroit Historical Society after a long absence. Born and raised in Detroit, she has always loved science, worked as an engineer at GM, and has a strong interest in funding educational programs at the Dossin Great Lakes Museum. Mrs. Elder donated \$37,500 to support Camp Detroit for 2024. She is also planning a significant estate gift.
- Flagstar Bank awarded the Society a \$25,000 gift to create our first Quiet Room. This special place at the Detroit Historical Museum will be used primarily by people with autism spectrum disorder (ASD) when they need a calming place to rest. Visitors with other cognitive disabilities will also be welcome to use the Quiet Room, as will those with vision, auditory, and physical challenges.
- We received a \$230,000 gift, payable over three years, from the General Society of Colonial Wars to support the initial and upcoming exhibition enhancements for *Origins: Life Where the River Bends*.
- The Kresge Foundation's gift of \$350,000 supported the creation of their centennial exhibition at the Detroit Historical Museum. Included in the exhibit are a store and foundation timeline, lunch counter, and enhanced Kresge display in the *Streets of Old Detroit*.
- We received \$100,000 from Penske Corporation to support *Detroit Diesel Power*. The exhibit acknowledges the innovations and contributions of Detroit Diesel, the largest engine producer in Motor City history. It also traces the evolution of tractor, train, and truck engines, and the recent transition to engines designed for electric vehicles.



Camp Detroit campers visited nearby locations like the Belle Isle Aquarium in July 2023.

MEMBERSHIP:

- Membership showed significant growth this year: paid memberships increased by 25% compared to last year (797 to 993), and Detroiter memberships increased by 20%.
- Similarly, membership dues revenue increased by 58% compared to last year (\$65,379 to \$103,586). Membership dues revenue per member increased by 38% (from \$65 to \$104).
- We secured an additional \$22,700 in revenue for 300 Gilbert Family Foundation Detroit Culture Pass Memberships (not reflected in above numbers).
- This year, we resumed our monthly member receptions (9 total attended by 237 diverse guests) and regular exhibition previews.
- We welcomed 596 guests at 12 innovative partner events including: on-site at United Wholesale Mortgage, City Days at the Detroit Historical Museum, with \$1 admission for residents of five cities in Oakland and Wayne Counties, CBS Detroit Night at the Detroit Historical Museum, and Drinks X Design with Design Core Detroit at the Dossin Great Lakes Museum.
- In addition, we hosted several custom coloring events with *Hustle* honoree Sherrie Savage: a Coloring & Coffee *Boom Town* closing event, three Cozy Coloring Cafes during Free Holiday Sundays, and a Draft-themed event during NFL Draft weekend.
- We relaunched our Membership Plus Program with 14 local businesses providing discounts to members.
- We relaunched our Preferred Partner Employee Membership Discount, adding three new partners: Rocket Mortgage, United Wholesale Mortgage, and CBS Detroit (potential reach: 21,750).
- We worked with the marketing department to launch a new member welcome email series to promote engagement, raise awareness of benefits, and encourage upgrades.
- We introduced a suite of newly branded membership marketing assets, executed a successful lapsed member recapture campaign by phone, targeted Oakland County zip codes with most/least museum visitors with a direct mail campaign, and solicited Detroiter members with direct mail appeal to encourage upgrades.
- To encourage and reward Visitor Experience Associates who offer memberships to visitors, we established a monthly incentive program for top sellers.

COLLECTIONS & DIGITIZATION:

- The Society accepted 98 artifact donations resulting in 7,368 new objects for the collection.
- More than 7,900 items were scanned, photographed, captured, or otherwise digitized during the fiscal year.
- Our traveling exhibits *Jerome Biederman Automotive Illustrations*, *Documenting Detroit*, and *Documenting Detroit Architecture* went to Hillsdale College; *Fighting on the Home Front: World War II Propaganda Posters* went to St. Clair County Community College and the Hamburg Township Historical Museum.
- Custom exhibitions were created for Macomb Community College (February 2024), Bloomfield Township Public Library (August 2023), and the Book Building (Summer 2023).
- The collections team loaned objects to more than 10 other locations, including Beaumier U.P. Heritage Center, Northern Michigan University, Ford Piquette Plant Museum, Grand Circus Park Conservancy, Hamburg Township Historical Museum, Hillsdale College, Hotel David Whitney, Macomb Community College, Lorenzo Cultural Center, Michigan Military History Museum, Needlework and Textile Guild of Michigan, Pontiac Transportation Museum, and St. Clair County Community College.
- We worked with the Albert Kahn Legacy Foundation and the team behind *Exiled to Motown* to develop plans to travel their recent exhibitions.
- Curatorial staff offered 44 lectures at libraries and other public facilities around Metro Detroit on topics including Belle Isle, the Detroit Lions, Stroh's beer, *The Negro Motorist Greenbook*, urban farming, the Underground Railroad, and Detroit 1967.
- In mid-December we launched the *Street Smarts* tour in the *Streets of Old Detroit* on the Engage by Cell platform. So far, we have had 4,000+ page views and 1,000 calls to our audio tour.
- We have also used the Engage by Cell platform to enhance other exhibitions at the museum by adding quizzes, videos, and more information when space or technology isn't available in the gallery.
- Over 60 oral histories were collected during FY24, including stories about Detroit's neighborhoods, COVID, climate control, and specific projects like the *Detroit Diesel Power* exhibition and *The Hustle* podcast.
- 44 vehicles and other oversized objects from the collection were shot in the round using our new ArcEye 360° camera. These photo sessions are included as interactive elements in our publicly accessible online catalog.
- 270 new video tapes, film reels, and audio recordings have been cataloged and digitized from the sizable donation of materials from the Stroh corporate archives.
- Our constantly growing online collection increased to 46,315 items and was searched 200,537 times. Meanwhile, our Detroit Video History Archive Youtube page remains popular, logging 23,922 hours of watch time and 258,968 views.
- Digitized material from the collection was licensed for projects including the music video for Slash and Demi Lovato's cover of the "Papa Was a Rolling Stone," a promo video for Michigan Central Station's reopening, the Detroit Riverwalk documentary *Ignore the Noise*, a UK/Switzerland-produced documentary about Carl Craig, the French feature film *Close to the Sultan*, web material for Visit Detroit, the documentary *Frida*, a TED Talk film about climate change, a Roland-produced film about techno, the PBS series *The Dallas Project*, the food-focused documentary series *Hard to Swallow*, and a student film project titled *Spirits by the Strait: A House*.
- The exhibition and collections teams installed *Hoopin' in the Hood*, donated by Detroit artist Marcus Glenn at the Detroit Historical Museum in June.



Members enjoyed custom coloring pages during the *Boom Town* closing event in September 2023.

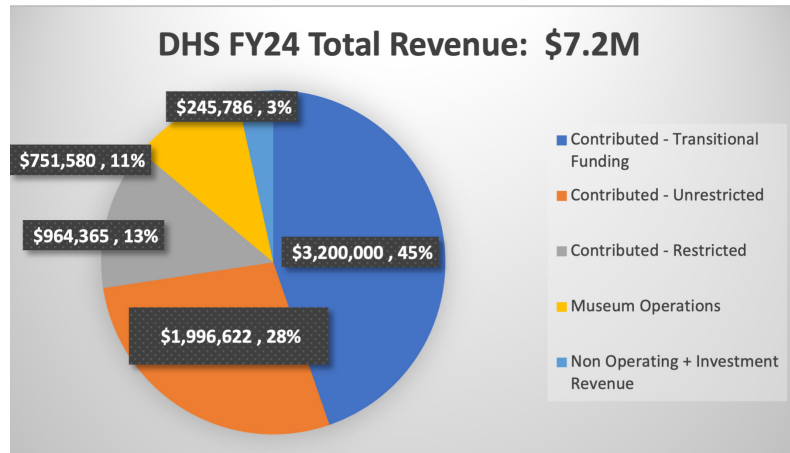


The new *Street Smarts* tour offers a self-directed, interactive experience for guests in the *Streets of Old Detroit*.

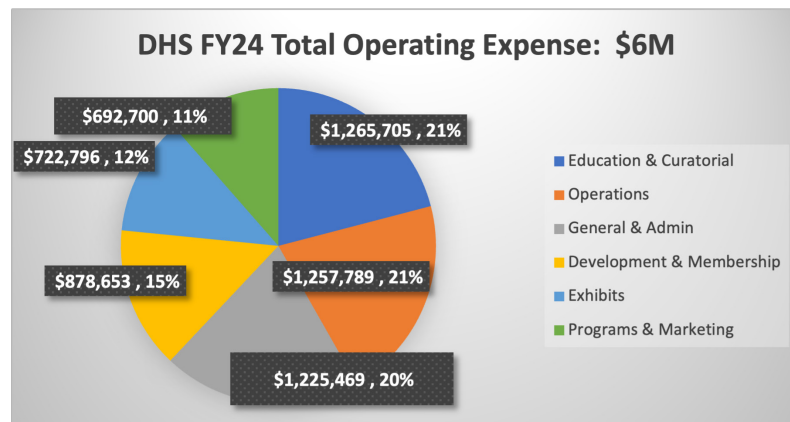
DETROIT HISTORICAL SOCIETY

Combined Revenue and Expense information for the Fiscal Year Ended June 30, 2023.

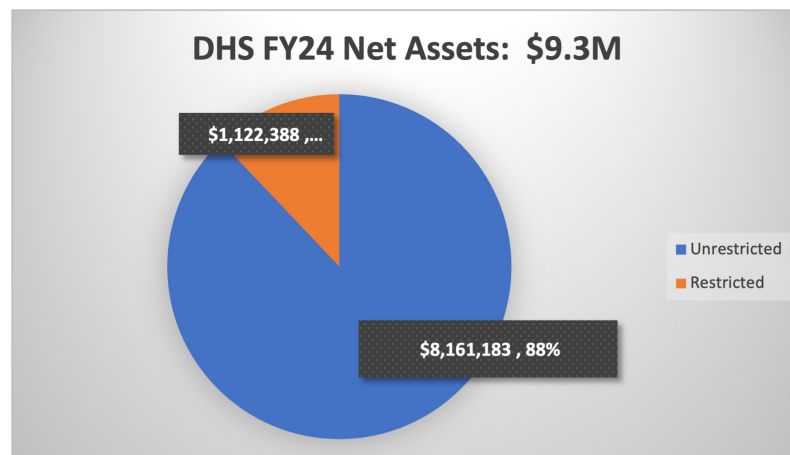
REVENUE



EXPENSES



NET ASSETS



GOVERNMENT, CORPORATE AND FOUNDATION DONORS

\$1,000,000- \$3,000,000

City of Detroit Finance
Department
Michigan Department of
Labor & Economic
Opportunity
Michigan Economic
Development
Corporation

\$100,000- \$999,000

Community Foundation for
Southeast Michigan
Kresge Foundation
Penske Corporation
Ralph C. Wilson, Jr.
Foundation

\$40,000-\$99,000

Day-Stroh Charitable Trust
Detroit Diesel
Ford Philanthropy
General Society of Colonial
Wars
Gilbert Family Foundation
Hamtramck Parks
Conservancy
Institute of Museum and
Library Services
Leslie Jean Lazzerin
Revocable Living Trust
Milner Hotels Foundation
National Endowment for the
Humanities

\$15,000-\$39,999

Alan Jay Kaufman & Sue Ellen
Kaufman Foundation
Burns & Wilcox
Detroit Pistons Basketball Co
Elizabeth, Allan & Warren
Shelden Fund
Flagstar Foundation
Fred A. and Barbara M. Erb
Family Foundation
Hudson-Webber Foundation
Michigan Arts and Culture
Council
PNC Foundation
Robert W. Thompson Trust
The Glancy Foundation, Inc.

The Julius & Cynthia
Huebner Foundation
William Davidson Foundation

\$10,000-\$14,999

DTE Energy Foundation
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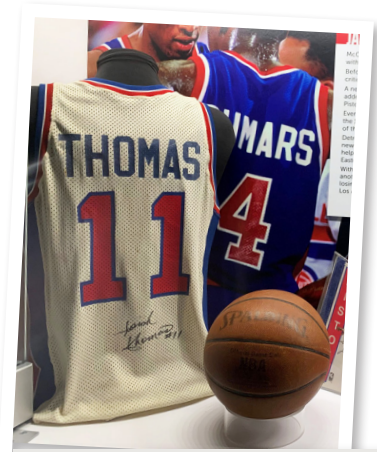
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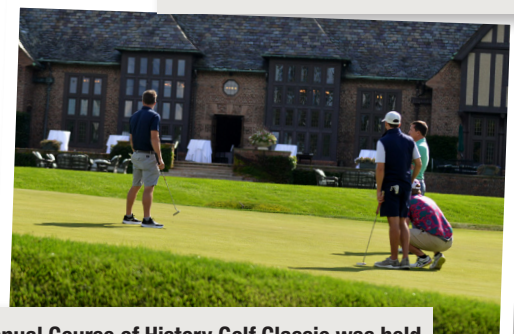
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Thirty-Five | 20 opened in January 2024 in the City of Champions Gallery.



The 5th Annual Course of History Golf Classic was held in September 2023 at the Country Club of Detroit.

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Travelin' Man: On the Road and Behind the Scenes with Bob Seger opened in March 2024 in the Motor City Music Gallery.

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Guests at the Salute to the Legends Ball celebrated three new additions to Legends Plaza: Greg Kelsner, Huel Perkins, and Mickey Redmund.



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