



MNHS
ANNUAL
REPORT

FISCAL YEAR 2020



A LETTER FROM OUR PRESIDENT AND CEO



This year we opened the History Center’s first permanent exhibit devoted to Native American content, Minnesota students earned a whopping 10 medals at National History Day, and MNHS Press exceeded its sales goal by double digits—no small feat in an otherwise devastating year marked by COVID-19, the forced closure of MNHS historic sites and museums, extensive layoffs of MNHS staff, and the murder of George Floyd, which galvanized local and international protests against police brutality and institutional racism.

“THANK YOU for the communication and for giving these students a chance to show all of the work that they have done this year!! This is the ONE thing still on my daughter’s ‘calendar’ and I’m just excited that she can still participate in this event!!”

—History Day parent

On March 12, we made our first big announcement related to COVID-19—National History Day in Minnesota competitions would move online. The next day we announced the closure of all MNHS historic sites and museums. Over the next few months, the resulting strain on the operating budget forced the difficult decision to furlough 63% of our work force and later lay off 216 employees, or 36% of our staff.

This year MNHS announced the appointment of Avi Viswanathan as the new director of the Department of Inclusion and Community Engagement and Briana Joyner as the new chief inclusion officer. Kate Beane took over as director of Native American Initiatives, helping MNHS build stronger relationships with Indigenous peoples across Minnesota and beyond. With these changes, along with a new Equity & Inclusion Council, MNHS is better positioned to ensure that equity work and deep intercultural competence is shared across the organization so that we can strengthen our relationships with all communities.

Left: Micco Sampson performs a hoop dance at the *Our Home: Native Minnesota* exhibit opening

Front cover: Photo of Split Rock Lighthouse, courtesy Nathan Klok Photography

Right: Duluth Lynching: Week of Remembrance

Below: (right to left) *The Ribbon Mask Project* by Maggie Thompson, contributed to the *History is Now* initiative; detail from an influenza awareness poster showing a Red Cross nurse with a gauze mask over her nose and mouth, 1918

On May 25, the murder of George Floyd in Minneapolis sent shock waves across the globe. MNHS responded by listening to the needs of community members who were, and still are, hurting. We shared historical resources to help Minnesotans understand how we got to where we are today and to help people build bridges that let us cross the divide that separates us. Moving forward, MNHS will continue to engage with Minnesota’s Black communities to build a shared understanding about how to best document this tragic event.

Through the hardship and grief of the past several months, MNHS has offered moments of inspiration. Staff have developed new ways for people to engage with history in this historic time: lighting the Split Rock Lighthouse beacon on April 10 as a show of solidarity and hope during the pandemic; sharing online resources under the “History at Home” title; launching a new effort to document our experiences called “History is Now;” and creating virtual programs like the “Week of Remembrance,” marking 100 years since the lynchings of three black men—Elias Clayton, Elmer Jackson, and Isaac McGhie—by a white mob in Duluth.



Despite the impact of COVID-19, there were important accomplishments during the year. In December, we opened *Our Home: Native Minnesota*, the first permanent exhibit at the History Center devoted exclusively to Native American content. Led by a team of Native exhibit developers, curators, and outreach staff, the exhibit shares the stories of Native Americans—Dakota, Ojibwe, as well as people from other tribal nations—and their enduring presence and deep connection to the land.

“Thank you so much for welcoming us at MNHS. The class learned a lot!”

—David Davies, associate professor of anthropology, Hamline University, after MNHS staff brought his museum anthropology class through the MNHS collections

Last fall, at the direction of an MNHS Executive Council-appointed task force, MNHS launched a statewide effort to gather public input on Historic Fort Snelling, including a possible name change, in light of the ongoing revitalization and expanded stories being shared at the site. The task force prepared a report on the public input process and shared it with the Executive Council’s programs committee in the spring. The next step is for the Executive Council to consider what action it might take. If it decides to recommend a name change we would then share that with the Minnesota Legislature for consideration and approval.

In June, construction got underway for the multimillion dollar revitalization of Historic Fort Snelling. Work began with the demolition and removal of the old visitor center and preparations for the renovation of Building 18 into the new visitor center.

Other capital projects included fire and safety updates to the James J. Hill House, HVAC replacement at the Charles Lindbergh House and Museum, work to add ADA-compliant restrooms at the History Center, and interior and exterior design and construction projects at Historic Forestville, Mille Lacs Indian Museum, and the Folsom House.



These projects and the ongoing maintenance of the state's network of historic sites and museums represent enormous fixed costs that cannot be decreased in times of financial downturn.

MNHS is especially grateful this year for the many ways it receives support, including from the Margaret A. Cargill Philanthropies and the Andrew W. Mellon Foundation, both of which support Native American history, art, and education; and from our many donors including Robert Byrd, Betty and Whitney MacMillan, the Rosen Family Foundation, and the Thomas and Julianne Youngren Family Foundation.

Robert Byrd was an award-winning documentary filmmaker and a program director at the Jerome Foundation. MNHS has a number of Byrd's films in its collections, including: Questions of Racism, Diary: Native American Minnesotans, and A Red Star in Minnesota. He graciously donated art by Julie Buffalohead to MNHS.

The legislature did not pass a bonding bill in fiscal year 2020, but did provide additional flexibility for Legacy Amendment expenditures due to challenges resulting from the pandemic. The Legacy Amendment's Arts and Cultural Heritage Fund supports statewide programs that preserve and share Minnesota history.

We also received support from people like you, individuals who value history and want to make a difference. We are grateful our membership numbers have remained strong despite the pandemic. MNHS also relies on revenue from attendance, events, and facility rentals.

As the new fiscal year began, MNHS was able to reopen Jeffers Petroglyphs, Lower Sioux Agency, Minnesota History Center, Oliver Kelley Farm, Split Rock Lighthouse, and the Trading Post at the Mille Lacs Indian Museum, but we are treading carefully.

"The guides were very involved and showed their enthusiasm for the site. That made it really special."

—Jeffers Petroglyphs visitor

With uncertain financial and health concerns we made the decision to delay the opening of our remaining sites until 2021 at the earliest.

None of this work would be possible without the generous support of the people of Minnesota. We are thankful for our visitors, legislators, members, donors, interns, volunteers, governing board, and staff, past and present.

David Hakensen, president
Kent Whitworth, director and CEO



Right: (clockwise from left) Oliver Kelley Farm, Jeffers Petroglyphs, Split Rock Lighthouse

FY20 HIGHLIGHTS BY THE NUMBERS

633,305	Visitors
92,405	Field trip visitors
19,750	Member households
2.3 million	Engagements with MNHS social media
2.9 million	People visited our website, MNHS.org, 4.3 million times
Nearly 2,000	Volunteers and interns contributed more than 48,000 hours
112,000	Print and ebooks sold, which beat our sales goal by 13%
397,395	Unique users viewed 859,238 pages on MNopedia
1,504	Items added to the collection
3.7 million	Pages now available on the Digital Newspaper Hub
10	Minnesota students earned medals at the first-ever online National History Day competition
\$6.3 million	Provided by the Arts and Cultural Heritage Fund



USING THE POWER OF HISTORY TO TRANSFORM LIVES
PRESERVING » SHARING » CONNECTING



COLLECTIONS HIGHLIGHTS

110 newly digitized **family photo albums**

Santa suit worn by Leo Treadway who performed as St. Nick for 30 years

Flight goggles owned by Charles Lindbergh

Archives from the Warner Nature Center, which closed its doors in 2019 after 50 years

Love letters by **Robert and Marion Thorstensen**, who wrote nearly every day during World War II

A mask from artist Maggie Thompson's **Ribbon Mask Project** for frontline workers

Uniform worn by **Kirby Puckett** when the Twins won the World Series in 1991

Humanize My Hoodie sweatshirt, a slogan coined by Hamline University professor Jason Sole

"Essential Worker Portrait #1 - Grocery Cashier and Bagger," pastel by **Carolyn Sue Olson**

Archives of artist **Mike Lynch**, including his journals, sketches, paintings, and more



HISTORY CENTER EXHIBITS

First Avenue: Stories of Minnesota's Mainroom

Prince: Before the Rain

#MeToo in the Irvine Community Gallery

Our Home: Native Minnesota

MNHS PRESS AWARD WINNERS

A Good Time for the Truth: Race in Minnesota

Edited by Sun Yung Shin

Bowwow Powwow

by Brenda Child and illustrated by Jonathan Thunder

Slavery's Reach: Southern Slaveholders in the North Star State

by Christopher P. Lehman

My Mighty Journey: A Waterfall's Story

by John Coy and illustrated by Gaylord Schanilec

NATIONAL HISTORY DAY MEDALISTS

Thanhtruc Mai, Columbia Academy, Columbia Heights

Jack Randolph and **Jackson Nguyen**

Sanford Middle School, Minneapolis

Natalie Miller, East High School, Duluth

Julianna Velgersdyk, Avail Academy, Edina

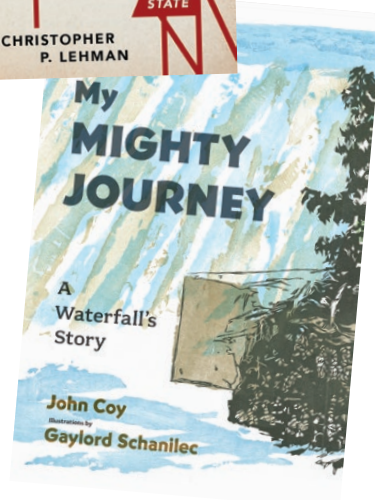
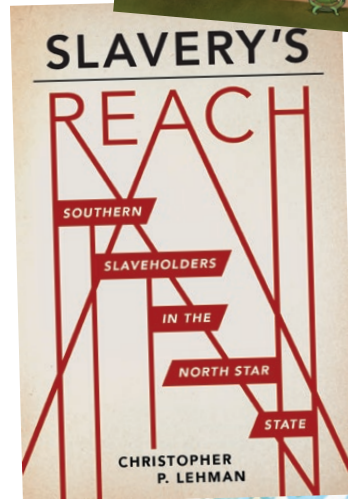
Lilly Smith and **Sarah Ragoonanan**

Folwell Performing Arts Magnet School, Minneapolis

Annika Hellmark, Sunrise Park Middle School, White Bear Lake

Aiko Mattie and **Emma McCarthy**,

Open World Learning Community, St. Paul



Right: *Our Home: Native Minnesota* exhibit

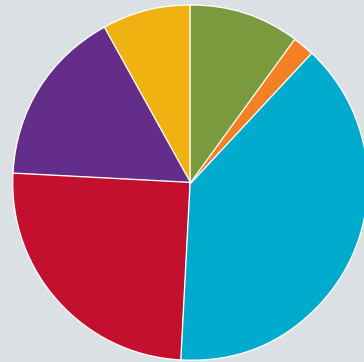
2020 FINANCIAL SUMMARY

As a nonprofit organization, we serve the people of Minnesota. Our annual budget of \$57.5 million comes from three sources that work together to bring the public vibrant, crucial programs, and services: private funding, earned revenue, and public funding, including significant funding from the State of Minnesota.

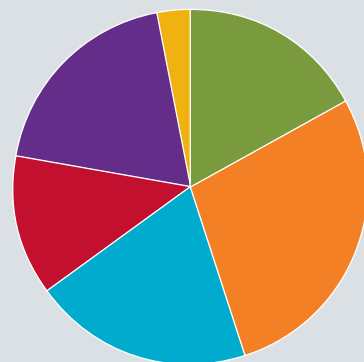
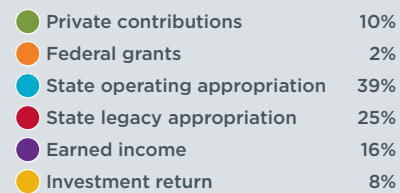
Public funds, including funding from the state's general fund, provide a foundation of support and enable us to leverage non-public funds to create a nationally recognized history program. Typically, two-thirds of our operating funds come from the State of Minnesota. We deliver functions designated by law, such as preserving historic landmarks and resources, managing critical records and collections, and operating cultural destinations important to tourism. State support also includes capital funding to preserve historic buildings and construct new ones, as well as Legacy Amendment (Arts and Cultural Heritage Fund) support for new, statewide history programs, including grants for local history organizations.

The Minnesota Historical Society also receives support from donors and members. Their gifts support everything from general operations and school field trips to important acquisitions, conservation work, and community outreach. Endowment funds give MNHS strength for today and tomorrow. Finally, earned revenue from rental events, museum stores, admission fees, publication sales, and many other activities also provide a base of funding while keeping history accessible and at family-friendly prices.

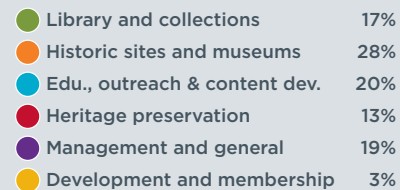
During fiscal year 2020, COVID-19 forced the closure of MNHS historic sites and museums through the fourth quarter, which resulted in a \$3 million reduction in earned revenue. To address this, MNHS furloughed roughly half of its staff, used reserves, and relied on state appropriations and non-state restricted funds to support reduced operations.



SOURCES OF SUPPORT AND REVENUE



EXPENSES BY PROGRAM AREA



CONDENSED BALANCE SHEET As of June 30, 2020

(000's) omitted

	Without Donor Restrictions			With Donor Restrictions			Total
	Operating	Plant fund	Board-designated endowment	State appropriations	Other	Perpetually Restricted	
Cash and investments	\$ 12,629		7,147	(1,640)	31,581	76,256	\$ 125,973
Receivables	2,742			33,202	1,606	778	38,328
Museum shop inventories	1,075						1,075
Property and equipment net		90,596		4,878	831		96,305
Total assets	\$ 16,446	90,596	7,147	36,440	34,018	77,034	\$ 261,681
Total accounts payable and accrued liabilities	4,298			1,959	550	301	7,108
Net assets	12,148	90,596	7,147	34,481	33,468	76,733	254,573
Total liabilities and net assets	\$ 16,446	90,596	7,147	36,440	34,018	77,034	\$ 261,681

STATEMENT OF ACTIVITIES Year ended June 30, 2020

(000's) omitted

SUPPORT:						
Private contributions	\$ 3,048				1,789	802
Federal grants	1,031				341	
County and other grants					124	
State operating appropriation	22,647					
State legacy appropriation				14,798		
State legacy appropriation return				(201)		
Total support	26,726			14,597	2,254	802
REVENUE:						
Admission fees	2,001					
Museum store sales	1,834					
Publication sales	1,388					
Program fees	768					
Contract service fees	1,484					
Library sales and fees	224					
Investment return	1,653		266		733	2,125
Endowment payout	1,039		(302)		1,627	(2,364)
Change in value of split-interest agreements						24
Rental, parking, food services	892					
Other sales, fees, and memberships	705					
Total revenue	11,988		(36)		2,360	(215)
Total support & revenue	38,714		(36)	14,597	4,614	587
Net assets released from program restrictions	18,748	2,231		(16,781)	(4,198)	
Total support, revenue, and net assets released from program restrictions	57,462	2,231	(36)	(2,184)	416	587
EXPENSES:						
Program services:						
Library and collections	9,420	300				
Historic sites and museums	14,391	1,134				
Education, outreach, and content development	11,212	474				
Heritage preservation	7,472	5				
Total program services	42,495	1,913				
Supporting services:						
Management and general	10,823	104				
Development and membership	1,902	1				
Total supporting services	12,725	105				
Total expenses	55,220	2,018				
Net increase (decrease) in net assets	2,242	213	(36)	(2,184)	416	587
Net assets at beginning of year	9,906	90,383	7,183	36,665	33,052	76,146
Net assets at end of year	\$ 12,148	90,596	7,147	34,481	33,468	76,733

These statements are condensed from MNHS's audited financial statements available at www.mnhs.org/reports.

HELP HISTORY CAMPAIGN

THANK YOU!

The Minnesota Historical Society gratefully acknowledges the donors who provided matching grants for the launch of our Help History Campaign in June 2020.

The Help History campaign was created in response to the COVID-19 pandemic, and the funds will help MNHS engage the issues of today, bridge a growing funding gap, and help to continue to safely reopen our sites to the public.

Help History Campaign gifts are doubled, thanks to a \$325,000 matching grant generously funded by the MNHS Executive Council, the Rosemary and David Good Family Foundation, the Manitou Fund – Nora McNeely Hurley and Michael Hurley, the Thomas & Julianne Youngren Foundation, and two anonymous donors.

We still need your help! If you would like to donate to Help History, please visit mnhs.org/helphistory.



Tom and Julianne Youngren's commitment to Minnesota history has deepened over the past decade and strengthened MNHS's ability to deliver high quality programs and services. We thank them for the many ways they continue to demonstrate history matters!

NORTH STAR CIRCLE

The Minnesota Historical Society gratefully acknowledges the following donors in our North Star Circle for their leadership support from July 1, 2019 to June 30, 2020. The commitment and generosity of our North Star Circle members sustains our work to transform lives through the power of history and maintains the excellence of our ongoing programs, sites, and services.

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\$50,000+

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Jean and Richard Clarke
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Don Davies



Left: Mille Lacs Trading Post

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Right: Watercolor sketch from the newly acquired archives of artist Mike Lynch



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MNHS lost a wonderful friend and supporter this past year with the passing of Whitney MacMillan. Whitney and his wife Betty have been members since 1963 and over the years have generously supported many MNHS programs, including field trips, National History Day in Minnesota, the revitalization of the Oliver Kelley Farm, and the creation of Mill City Museum and the Whitney and Elizabeth MacMillan Education Center at the History Center.

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Right: Elsa Carlson (11th grade) from Open World Learning Community School in St. Paul earned first place at the National History Day virtual contest for her project on Shirley Chisholm. Before the national contest, Elsa received her medal from the state competition, a yard sign, and a bag of memorabilia to celebrate.



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Thank you to the Rosen family for their generous support of MNHS. Tom Rosen and his children, Karin, Wade, and Reid, share a love of history and enjoy making frequent visits to the History Center and several of our sites. Their third-generation family agricultural business, Rosen's Diversified, Inc., based in Fairmont, will be celebrating 75 years in 2021. They look forward to using resources in the Gale Family Library to learn more about their family history.

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Eleanor C. Winston

Left: Oat harvest near Victoria, 1925

Back cover: *First Avenue: Stories of Minnesota's Mainroom* exhibit

+ Emeritus/Honorary Council Member * Executive Council Member

MNHS makes every effort to provide an accurate listing of donors between July 1, 2019 and June 30, 2020. If we have made an error, please contact us at 651-259-3115.

^^ Deceased

THE WARHEADS
 Aug. 30
The Wallets

Monday 2:45 all night
 Tuesday 3:00 and bar drink
 Wednesday 2 for 1 all night
 Thursday, Friday and Saturday
 2 for 1 until 1:00

FRY 1984 7th St. ENTRY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 CLOSED Happy New Year	2 CLOSED employee party	3 CLOSED	4 CLOSED	5 Boiled in Lead what if	6 MAN-SIZED ACTION	7 the MORELLS
8 The Replacements WESTERN FAITH	9 Available for Private Bookings KOLMOR INFO CALL 336-3368	10	11 listen & dance	12 Foul Aylum Your Children	13 Kinder garden	14 HUSKER DU
15 URBAN Guerillas	16 A ROCK OPERA "THEY"	17	18 D.J. Heaven Cole Peggy Freedson	19 2i	20 E. Brown	21 SWINGING COMBO
22 RIFLE SPORT From Chicago big black A SINGLE LOVE	23	24 "THEY"	25	26 Curtis A Spooks and SUPERNATURALS & never'll be Brothers	27 Jetes Noires VEH. RIGHT	28 NEW SLANG
29 MAN-SIZED ACTION INVISIBLE COLLEGE CHURCH PICNIC	30	31 "THEY"	FIRST AVENUE & 7th St. entry The Downtown Danceteria			

JANUARY 2002 EVENTS
 SCHEDULED BY FIRST AVENUE & 7th ST. ENTRY
 MUSIC AND ARTS FOUNDATION

20 DARK STAR ORCHESTRA
 21 NITE CLUB
 22 NITE CLUB
 27 NITE CLUB
 28 NITE CLUB
 29 NITE CLUB
 03 NITE CLUB
 04 NITE CLUB
 05 NITE CLUB

FIRST AVENUE
 The Downtown Danceteria 1st Avenue North

4 Sharon Redd
 5 THE SUBURBS
 6 THE WAY MOVES
 7 INSEC
 8 THE WHOLE SHEET HORNS
 9 THE WHOLE SHEET HORNS
 10 THE WHOLE SHEET HORNS
 11 MAIN ROOM
 12 nrbq
 13 B
 14 RAY BEATS
 15 RAY BEATS
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 22 RAY BEATS
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 25 RAY BEATS
 26 RAY BEATS

DANCETERIA
 MAIN ROOM
 EVENTS
 20 N/7th St. 10:00-1:00
 DECEMBER
 7th ST. ENTRY CALENDAR

FIRST AVENUE & 7th St. entry
 The Downtown Danceteria 1st Avenue North & 7th Street, Minneapolis

12 MEAT SANDWICHES
 13 Luscious Jackson
 14 ROGER McGUINN
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MINNESOTA HISTORICAL SOCIETY
 345 Kellogg West Boulevard, Saint Paul, Minnesota 55102
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FIRST AVENUE
 The Downtown Danceteria

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