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Connecting People Through **History**



**SACRAMENTO
HISTORY
ALLIANCE**

SACRAMENTO HISTORY ALLIANCE

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BOARD CHAIRMAN'S LETTER

INSPIRING & CONNECTING People Through History

Looking back at the 2014-2015 fiscal year, we see a transitional year in which we enjoyed exciting growth and witnessed pivotal change that positioned the organization as a vibrant community asset with a bright and promising future.

We are pleased to report a 8-9% year-to-year growth in revenue based on income generated from Sacramento History Museum attendance, our annual fundraising event, various tour programs (including the ever-popular Old Sacramento Underground and Ghost Tours), Speaker Series and educational/public programs (such as the sold-out History Camp).

Our *Dia de los Muertos* (Day of the Dead) activities in late 2014 drew record crowds – with 5,000+ in attendance at the final event – and enjoyed widespread community support. As part of a successful partnership with Sol Collective, the 40th anniversary celebration solidified this culturally significant event in the region and our role in presenting programs that help to educate and interpret history for an increasingly diverse community.

In March 2015, we launched a new dynamic and user-friendly website to more effectively highlight the variety of public programs, events and activities we offer throughout the year.

Toward the end of our fiscal year, the decision was made to develop a strategic master plan and begin a multi-year effort to invest in the renovation of the Sacramento History Museum and in exhibits that raise our community profile, have more regional appeal and support the goals of the newly rebranded Sacramento History Alliance.

Moving forward, our range of programming will continue to grow and diversify as we add new partners and appeal to an ever-expanding audience.

-Bob Ceccato, Co-Chair

-John Hendricks, Co-Chair

WHO WE ARE & WHAT WE STAND FOR:

Sacramento History Alliance

Goals:

- Engage a strong and effective board
- Increase interaction with an involved community
- Improve and grow programs with a focus on diversity
- Continue working toward AAM (American Association of Museums) accreditation for the Sacramento History Museum
- Foster a healthy and growth-focused organization

Values:

- Authenticity
- Accuracy
- Inclusiveness
- Excellence
- Innovation



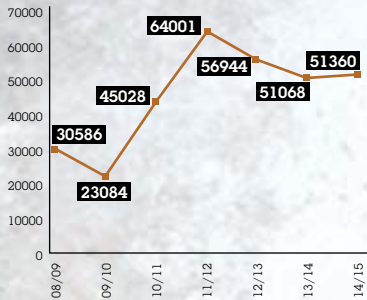
Vision:

*We Inspire
& Connect People
through History*

Mission:

*We encourage the
community to explore our
shared history through
exhibitions, education and
programs while supporting
collections, preservation
and partnerships.*

ANNUAL MUSEUM ATTENDANCE



PROGRAMS & EXHIBITS: Sacramento History Museum

An impressive number and wide variety of programs are available to the public and school groups at the Sacramento History Museum, virtually all of which are led by docents and volunteers.

Looking at the numbers, from July 2014 through June 2015, 20,831 students and adults attended a total of 815 separate programs. These programs were led by our dedicated team of

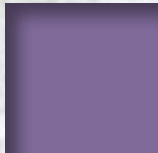
docents and Museum volunteers who collectively gave 2,993 hours of their time.

During this period, we have also partnered with many different organizations to create collaborative, innovative and unique programming that enhances learning. For example, we continued a partnership with Esquire IMAX that linked two of our educational programs with complementary films in the IMAX educational library.

At the start of the fiscal year we once again hosted three successful sessions of (sold out) Old Sacramento History Camp.

Campers took part in activities and adventures that illuminated our local history, both at the Sacramento History Museum and beyond. Transported via the ever-fashionable covered wagon, History Camp visited Sutter's Fort, the Center for Sacramento History, and the California State Capitol. Throughout the three sessions, 64 children participated in History Camp.

Additionally, we once again invited local artists and community members to install displays in the Museum lobby to recognize and celebrate *Día de los Muertos*.



TOURS & EVENTS: Old Sacramento

The popular Old Sacramento Underground Tour program remained as strong as ever, running seven days a week during the summer months, and long weekends through the fall and spring.

Attendance for the Old Sacramento Underground tours was impressive with more than 17,000 tickets sold during this fiscal year alone. We also continued our popular adults-only evening tours, almost all of which sold out.

As a new component during this time period, Old Sacramento Underground tour guests enjoyed two new visual elements that enhanced the understanding of Sacramento's unique history. In one underground area, an archeological dig was recreated to show tour guests how artifacts were uncovered and the critical clues they held to piecing together our fascinating history. In a second

underground area, an exciting new visual element was projected onto the wall of the hollow sidewalk that demonstrated the changing water patterns and effectiveness of the lifting process.

We also helped to provide historic content for two community events in Old Sacramento this year. We took part in Americana Weekend, held over Labor Day weekend in 2014, when drought conditions forced the one-year cancellation of Gold Rush Days. The alternatively themed weekend was a success with hundreds of visitors listening to live music and looking at vintage cars and buses from the 1950s. As mentioned earlier,

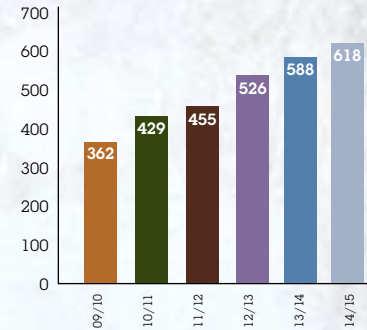


we also partnered with local arts organization Sol Collective to present *Souls of the City: Dia de los Muertos* in Old Sacramento, a month of programming that culminated with a night-long community celebration. This year was such a huge success, we are now proud to host the largest program of its kind in the City of Sacramento.

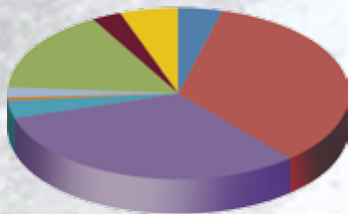
“Don’t miss: The Old Sacramento Underground Tour. Led by the Sacramento History Museum, it’s a fascinating look at how the city lifted itself up by its own jacks to avoid wintertime floods.”

-San Francisco Chronicle (5/12/15)

MEMBERSHIP ON THE RISE



VOLUNTEER HOURS BY PROGRAM



Program	Total Hrs.
History Camp	567
Living History	4621
Time Travel Weekends	4274
Old Sacramento Underground	429
Americana	89
Sacramento Museum Day	258
SHM Docent	2069
Miscellaneous	392
Board of Directors	720
Total	13419

KEEPING THE PAST ALIVE:

Living History, Docents & Volunteers

Without a doubt, an amazing and dedicated team of volunteers and docents help to bring history to life in the Sacramento History Museum, throughout the historic district and community at large.

With a passion for history, the lively and talented re-enactors of the Living History Program can be seen dressed head to toe in period attire. Living History is the largest volunteer program in the district. Its volunteers turn the streets of Old Sacramento into the dramatic backdrop of a living museum.

In addition, docents and volunteers are also the driving force that helps to make many of the public programs and special events offered by the Sacramento History Alliance happen. They meet literally thousands of school kids and help to inspire and educate them – on site or on campus – about Sacramento’s

unique place in history. In addition to being the “public face,” volunteers are also instrumental behind the scenes helping with necessary tasks big and small. The contributions by these individuals are invaluable to helping to keep the past alive and further the mission of the Sacramento History Alliance.



“As a local teacher I understand the importance of making history interesting. The Old Sacramento Living History program entertains while educating and provides a fun and interactive experience for all ages.”

-Lisa Praxel, Living History Volunteer

COLLECTING, PRESERVING & PRESENTING:

Center for Sacramento History

The 2014-2015 fiscal year also brought unique and compelling programming to the Center for Sacramento History (which is a “sister” organization to the Sacramento History Museum).

As a highlight – and taking advantage of a partnership with the University of California, Berkeley and its film digitization project – the Center was able to create an original film production featuring newly digitized film clips from our expansive collection. The film, “The Sacramento Story” premiered in March 2015 with two sold-out viewings. Our second event was a fundraising partnership with filmmaker Colin Hanks and his documentary film, “All Things Must Pass: The Story of Tower Records” which premiered in Sacramento at Tower Theater in April 2015. As the repository for the Tower Records collections, the Center and the Foundation also hosted a fundraiser at Verge Center for the Arts following the premier at Tower Theater. Hundreds of community members and

influencers attended including Russ Solomon, and filmmaker Colin Hanks to help raise funds to support and care for the collection.

Without question, the high-profile film premiere and fundraiser raised the profile for the Center and generated widespread attention for one of its more famous collections.



SACRAMENTO HISTORY ALLIANCE STAFF

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Staci Cox

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Rebecca Crowther

Photo Archivist

Marcia Eymann

Executive Director

John Fiedor

Project Archivist

Ric Hornor

Guest Services/Interpreter

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Underground Tour Manager

Kristin Nicholson

Public Programs Manager

Jeff Palmer

Guest Services

Mike Sickels

Facilities/Guest Services Manager

Dan Simmons

Facilities Assistant

Christopher Smith

Associate Curator

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Chief Operations Officer

Shawn Turner

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Steve Bralley

Curtis Carroll

Jane Crumbley

Ted Crumbley

Tina Glasson

Jane Hastings

Judie Heckle

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Micah Long

Dennis Main

Ted Patterson

Lisa Praxel

Robbin Riggins

Steve Rossi

Christopher Sapolu

Laura Smith

Greg Tracy

Richard Vincent

Jessilee Windhaus

There are many different ways in which you can support the Sacramento History Alliance and the Sacramento History Museum.



SACRAMENTO HISTORY ALLIANCE

Connecting People Through History

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SacHistoryMuseum.org



Becoming a member of the Sacramento History Alliance and the Sacramento History Museum is an excellent way to support the preservation and exploration of Sacramento's historic legacy.



Help fund our interpretive and educational programming through financial donations. All donations will help us keep improving and augmenting our educational mission.



Donate your time by volunteering with the Sacramento History Alliance as a docent for the Sacramento History Museum, a living history re-enactor, or by volunteering to help out with special events ranging from gallery openings to fundraising events.

Visit SacHistoryMuseum.org/
get-involved for more information.

Thank you for your support!

