

**2023 ANNUAL REPORT
TELLURIDE HISTORICAL MUSEUM, INC.**

MISSION STATEMENT

The mission of the Telluride Historical Museum is to preserve the rich, colorful, and diverse history of the region and to bring history to life through exhibits, programs, and education.

VISION

We envision a museum that is an indispensable cultural asset which reaches beyond its walls to engage people by bringing history to life.

2023 EXECUTIVE SUMMARY

2023 was a year of growth and accomplishment at the Telluride Historical Museum. The Museum continued to see steady growth in admissions, store sales, membership, and special event revenue. In most cases these numbers approached, or even eclipsed, the levels the Museum had enjoyed prior to the pandemic.

This relative financial stability and ongoing growth allowed THM to complete one of its most ambitious projects to date – the move of a significant portion of its artifact collection from a suboptimal storage facility 65 miles outside of Telluride to more adequate, climate-controlled units located just outside of town. While this endeavor required a significant investment of staff time and THM's capital reserves, the effort will allow the Museum to more capably care for and maintain its artifact collection and help ensure that these historical treasures will continue to benefit the community for generations to come.

While the collection move was the most significant goal THM achieved during the year, it was not the Museum's only important accomplishment. 2023 also saw the return of *An Evening with Ken Burns*, THM's annual special event with the acclaimed documentary filmmaker; a revitalized *Telluride Dinner Party* event; the creation and installation of the Museum's latest annual exhibition, *Festival Capital of the Rockies: 50 Years of Festivals in Telluride*; and a critical restructuring of the Museum's staffing structure.

Taken together, these completed goals and accomplishments, along with sustained growth in terms of membership, admissions, and fundraising capacity, should serve as a solid foundation from which the Museum will be able to operate well into the future.

EXHIBITS & COLLECTIONS

The Museum planned its latest annual exhibit to coincide with significant milestones achieved by a pair of Telluride's signature summer events. Unveiled in June of 2023, *Festival Capital of the Rockies: 50 Years of Festivals in Telluride* uses the 50th anniversaries of both the Telluride Bluegrass Festival and Telluride Film Festival as points of departure through which to explore the entirety of Telluride's rich festival heritage. Featuring an array of festival posters, banners, programs, and photographs, *Festival Capital of the Rockies* explores how and why Telluride became a festival haven over the past five decades, while also shining a light on some of the town's lesser-known festivals. The new show, which also served as the organizing motif behind a number of the Museum's program offerings throughout the year, will remain on view until April 2024.

In addition to the new annual exhibit, the Museum also continued to maintain its array of permanent galleries as well as five off-site exhibits installed throughout San Miguel County, including the San Miguel County Sheriff's Office, Mountain Village Town Hall, the Telluride Medical Center, and the Wilkinson Public Library's Telluride Room.

In addition to its exhibit-related achievements, the Museum also accomplished a significant collections care and maintenance goal. After years of exploration and planning, the Museum was finally able to move the significant part of its collection stored in suboptimal conditions in Montrose, Colorado, to a newly-constructed, climate-controlled facility just outside the town. While the move allowed THM to bring this portion of its artifact collection 60 miles closer to town, it also provided the Museum the opportunity to store these items in a more organized, efficient, and appropriate manner. With meticulous planning and the purchase of new shelving, the Museum was able to reduce its storage needs by over 200 square feet while allowing ample room for the potential future growth of the collection. While the process required significant resources, both in terms of staff time and capital reserve funds, the effort will unquestionably help the Museum provide a higher standard of care and maintenance to these artifacts for years to come.

VISITORS & PROGRAM PARTICIPATION

6,672 members, residents, and guests visited the Museum in 2023. While this number fell a bit short of THM's typical pre-pandemic visitation level, it did represent a 2% increase in visitors compared to 2022.

Similar to admissions, program participation also experienced a modest increase in 2023. In total, 2,772 individuals participated in 83 Museum programs and events during the year, a 6.5% increase over the prior year. This tally also includes 418 school-aged children who participated in 19 Museum and Museum-partner school programs during the year.

The minor increase in overall program participation occurred despite the Museum's decision to offer fewer programs than in 2022. This renewed focus on quality over quantity yielded some positive results: per-program attendance increased by over 37%, and a number of offerings including the *Evening with Ken Burns* film screening, *Telluride Dinner Party* event, and historical walking tour participation experienced near-record attendance.

Below is a summary of the full range of the Museum's 2023 programs:

| Program/Series | Location | Partners/Collaborators | Attendees |
|--|--|---|---|
| School programs/field trips/school outreach events/ After School at the Library (19 programs) | THM, WPL, Lone Tree Cemetery, the Valley Floor | Telluride School District, Telluride Academy, Telluride Mountain School, Wilkinson Library, Cortez School District, Pinhead Institute | 515 (including both students & adults) |
| Historical Walking Tours (37 programs) | Telluride | Ashley Boling, Telluride Jazz Festival | 625 |
| Private Group/Facilitated Museum Visits/History Training Programs (6 programs) | Telluride | Mountain School, Telluride Academy, TREC, Telluride Ski & Golf, Telluride Reserve, Local Guides and Outfitters | 128 |
| Hikes into History (4 programs) | Valley Floor, Sneffels Highline, Woods Lake, Corkscrew Gulch | Bob Mather, Connie Coulter, Dalen Stephens, Sheep Mountain Alliance, Rudy Davison | 61 |
| Lone Tree Cemetery Tours (7 programs) | Lone Tree Cemetery | | 138 |
| Fireside Chats (3 programs) | Hotel Madeline | Fred Blackburn, Sheep Mountain Alliance, Steve Gumble, | 84 |
| Partnered Events (1 programs) | Telluride | Telluride Chamber Music, New York Philharmonic Brass Quintet | 183 |
| Annual Exhibit Opening | THM | | 104 |
| 4th of July Festivities | THM | | 216 |
| Senior Mahoney Day | THM | | 68 |
| Telluride Dinner Party | Town Park Stage | Town of Telluride Parks and Recreation Department | 69 |
| An Evening with Ken Burns | Palm Theater | Florentine Films, Ken Burns | 313 |
| Halloween on the Hill | N. Fir Street | | 213 |

| | | | |
|-------------------------------|-----------|--------------|--------------|
| Night of the Telluride Undead | Telluride | | 55 |
| | | TOTAL | 2,772 |

MEMBERSHIP

The Museum had 179 members join or renew in 2023, which continued a recent downward trend. On a more positive note, while the raw number of Museum members decreased slightly from the previous year, membership revenue increased noticeably. THM received \$50,400 in membership dues in 2023, an 8% increase over 2022. This number was not only the strongest showing since the COVID-19 pandemic, it also began to approach the revenue figures the Museum had achieved prior to the pandemic.

LEADERSHIP AND STAFF

Executive Director Kiernan Lannon continued to lead the Museum in 2023. A twelve-member board of directors, which included both resident and government representatives, provided guidance and oversight to the organization.

After a year of relative staff stability, the Museum once again underwent significant personnel changes in 2023. Kathy Rohrer, the Museum’s long-tenured Collections Manager retired in the spring, while both Theresa Koenigsknecht and Mary Higgins returned to the Museum after brief periods away. The Museum also welcomed two new Visitor Services Coordinators and three Visitor Services Interns.

While the Museum was sad to see Kathy leave after nearly two decades of exemplary service to THM, her departure created an opportunity for the Museum to undertake a critically important restructuring of its staff positions. The once all-encompassing Director of Programs and Exhibits role was split into two distinct positions – one focusing on exhibits and one focusing on programs and education. The exhibits role grew to include aspects of collections care, while the programs and education role took on outreach and development responsibilities. The resulting office staff structure featuring an Executive Director, Curator of Collections and Exhibits, Director of Education and Outreach, and Museum Assistant, not only helped to maximize the relative strengths of the museum staff, it helped align the Museum’s staffing with the museum field’s traditional personnel model.

Below is a listing of the Museum's board of directors and reconfigured staff:

BOARD

Executive Committee:

Danny Craft, *President*
Todd Brown, *Treasurer*

Paula Malone, *Vice-President*
Kate Contillo, *Secretary*

Directors:

Lynne Beck
Fred Blackburn
Werner Catsman

JT Coe
Rudy Davison
Vicki Eidsmo

Government Representatives:

Marti Prohaska, *Town of Mountain Village Liaison*
Adrienne Christy, *Town of Telluride Liaison*

Emeriti:

Deborah Freedman
Richard Betts
Carol Kammer
Jack Harrison

Dan Garner
John S. Pillsbury III
Sheila Wald

STAFF

Kiernan Lannon, *Executive Director*
Molly Daniel, *Curator of Collections & Exhibits*
Theresa Koenigsknecht, *Director of Education and Outreach*
Mary Higgins, *Museum Assistant*
Jackie Ritter, *Visitor Services Coordinator*
Meg Taylor, *Visitor Services Coordinator*
Laurie Jalenak, *Visitor Services Coordinator*
Susanne Catsman, *Visitor Services Coordinator*
Smith Cochran, *Visitor Services Coordinator*
Ava Shimkonis, *Visitor Services Intern*
Alyssa Lawson, *Visitor Services Intern*
Annabelle Hay, *Visitor Services Intern*

**Telluride Historical Museum
2023 Statement of Operations**

Revenue

| | | | |
|-------------------------------------|----|----------------|--------------------------|
| Admissions | \$ | 48,754 | |
| Gifts and Donations | \$ | 37,720 | |
| Memberships | \$ | 50,400 | |
| Programming | \$ | 11,961 | |
| Special Events | \$ | 37,871 | |
| Town of Mountain Village- Mill Levy | \$ | 104,430 | |
| Town of Telluride - Mill Levy | \$ | 113,260 | |
| Investment Income | \$ | 4,522 | |
| Store & Web Income | \$ | 27,804 | |
| Total Revenue | \$ | <u>436,722</u> | |
| Cost of Goods Sold | \$ | <u>14,800</u> | |
| Gross Profit | | | <u><u>\$ 421,922</u></u> |

Expenses

| | | | |
|--------------------------------|----|----------------|---------------------------|
| General & Administrative | \$ | 69,239 | |
| Building | \$ | 25,185 | |
| Payroll | \$ | 264,362 | |
| Utilities | \$ | 13,662 | |
| Programming | \$ | 6,947 | |
| Special Events | \$ | 18,330 | |
| Promo & Sales | \$ | 15,704 | |
| Collection & Exhibits | \$ | 56,106 | |
| Total Expenses | \$ | <u>469,535</u> | |
| Operating Income (Loss) | | | <u><u>\$ (47,613)</u></u> |