



# GREENSBORO HISTORY MUSEUM

*Together We Thrive*

Greensboro History Museum Inc. 2019 & 2020 Report

# From the Director

Over the last few years we have wondered, laughed, cried, questioned, shared, looked back and peered forward. I have learned that, whether gathered shoulder to shoulder in the museum's Mary Norris Preyer Hall or flickering on video screens in our homes, we are better together than apart.

It isn't often that we recognize in the moment that this is a historic time, that not only will we vividly remember how we felt and what we experienced, but that we are part of events that people will be studying for decades to come. This Greensboro History Museum Inc. report is a snapshot of 2019 and 2020, years that tell the story of how quickly the world can change, and how meaningful work can come from adversity and challenges. As supporters and members of the museum's non-profit, you enabled this institution not only to weather the storm of 2020, a time when many museums were in a fight for survival, but also to seize the moment and do the work that has shown we are a cutting edge institution and leaders in the museum field.



Much of our exhibition and programming efforts of 2019 centered on Project Democracy 20/20, highlighted by the December opening of the Smithsonian Institution's traveling exhibition *American Democracy: A Great Leap of Faith*. The March 2020 shutdown of the museum building cut short that exhibition, but not our work. We rapidly responded to events and focused on collecting efforts to document and preserve. We increased our online presence by creating History Happening Now and the Lion's DEN (Digital Engagement Nook) and developing spaces, virtually and in our galleries, for conversation and learning.

Together, in no small part due to the GHM Inc. support that came from you, we worked to make sure the next generations will understand who we are – our challenges and successes, our fears and hopes, our resilience. I thank you for taking this journey with me and our talented and dedicated museum staff and GHM Inc. trustees. Together, we thrive.

Carol Ghiorsi Hart  
Director, Greensboro History Museum





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## From the President

For more than 50 years the Greensboro History Museum has been an important part of my life. When I started as a volunteer docent, Director Bill Moore trained me to conduct tours of exhibits that included a petrified cat, artifacts from the Holy Land and stuffed birds! In 1977, I joined the staff as Curator of Education and spent the next 25 years working with Bill. Highlights of that time include earning AAM accreditation for the museum, publishing an illustrated history of Greensboro, creating and hosting outstanding exhibitions, adding a new wing to the original National Register building, and creating and growing the Belle Meade Society. After retiring from the staff in 2002, I continued to be involved as a volunteer and joined the Board of Trustees in 2012.

It is now my honor to serve as Board President, and I am pleased to report that the museum staff and volunteers have continued to work during the pandemic to carry out the museum's mission. The Board has recently revised its mission statement, pledging to support the museum mission and to represent the membership by providing thoughtful governance, responsible stewardship and consistent coordination with the Museum Director. Much of the Board's work is done through committees, involving more than three dozen members. Their time and talents are appreciated.

The museum will observe its centennial in 2024–25, and there is much to celebrate about its past. The present certainly deserves celebrating too, with the award-winning exhibition *Pieces of Now* and unique public programs reaching new and traditional audiences online. As for the future, we hope to expand our membership and secure the financial resources necessary to begin our second century.

I am thankful for the support of each museum member, and I encourage you to volunteer in our work and to visit often.

Gayle Hicks Fripp  
President, GHM Inc. Board of Trustees, 2021–22



# *Together We Collected*

The museum's collections have been growing for nearly a century. Objects in our care date all the way from several thousand years ago right up to the present day. Together, they preserve different benchmarks of our city's history and connect this place to important state, national and world stories.

In 2020, you helped us identify objects to ensure future generations understand history happening right before our eyes: yard signs sharing socially distanced feelings, hand-made items to protect health care workers, objects from businesses forced to close by the pandemic, large-scale murals expressing racial solidarity and the cans of paint that made them.

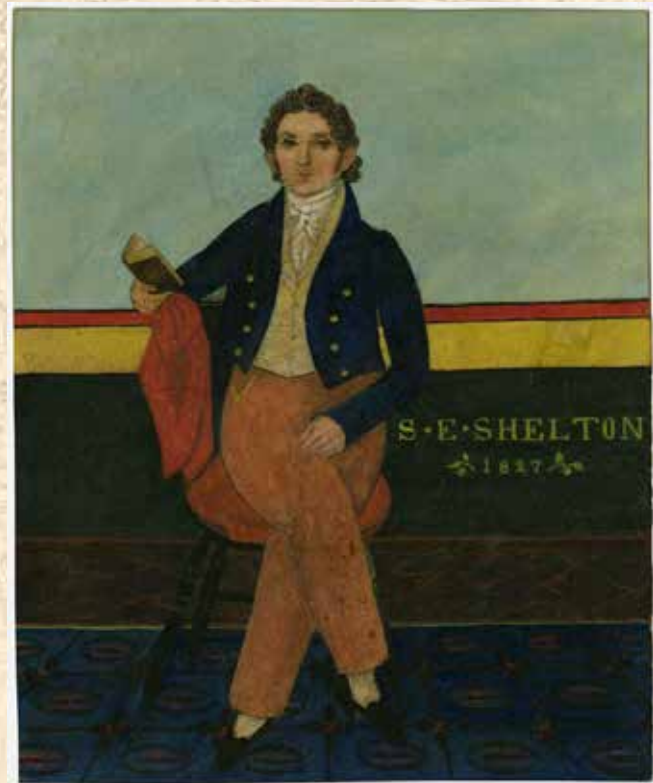
Collections require care. Across 2019 and 2020, you continued to support the preservation and stewardship of our existing collections. Thanks to Adopt an Object donors such as Bill Moore and Lea Williams, we have been able to provide conservation treatments for significant items like the 1890s Greensboro Disfranchisement Document and the 1775 Henry Mouzon map of the Carolinas.



## **Objects for Future Generations**

In spring 2020, Sebastian del Cid became a one-man sewing operation. He began by crafting face masks for his health care worker wife and her colleagues and also made some for his colleagues in the City of Greensboro Water Resources Department and Coast Guard Auxiliary. That summer, he answered the museum's call for items to represent life during the pandemic, donating some masks he'd made and sharing their stories.





## Faces from the Past

Acquisitions help put faces on the past. In October 2019, Thomas R. Cochran Jr. donated two early 1800s watercolor portraits by the “Guilford Limner” to the museum. GHM Archives was also able to purchase cartes de visites of publisher and social reformer Frances Webb Bumpass and her son, Robah Fidus Bumpass, from the late 1860s. Previously, the museum only had images of Bumpass as a much older woman; now we can see her in a moment not long after the Civil War, while she was still single-handedly publishing the newspaper that she and her husband had started.





# *Together We Reimagined*

Even before the pandemic, you were helping us reimagine how we use our museum spaces – places where visitors and members can discover, learn and play. Thanks to generous gifts, we are working to expand educational possibilities as we continue to reopen museum spaces safely.

A bequest from Kathryn Eskey provided urgently needed updates to the museum's Mary Norris Preyer Hall in 2019. Improved projection, sound and lighting have made it easier to see, hear and record our public programs so that more people can enjoy them in person and even online.

The pandemic forced us to close many of our public spaces temporarily. But it also provided time to rethink opportunities. Your support has helped us reshape how people can discover and learn about Greensboro's history – through renovating our historic buildings, creating new places for visitors to connect inside the museum, and more.

## **Mary Lynn Richardson Park**

Bequests, gifts from donors like Melinda Ogburn and a grant from the Marion S. Covington Foundation have helped renovate some of the buildings in Mary Lynn Richardson Park next to the museum. Carpentry work in the McNairy House kitchen means that visitors and schoolchildren will soon be able to learn about traditional food preparation techniques. Continuing repairs to the blacksmith and woodworking shops will make space for trades and skills demonstrations. Progress is ongoing, and your continued support will help fully reinvigorate our historic park.





## Connection Point

A generous bequest from Martha Cammack helped create Connection Point, a tinker-space, thinker-space and sharing space for learners of all ages. In 2019, Connection Point bridged generations – and technology. Type-WRITE offered visitors a chance to play with nearly a century's worth of typewriters. Later that year, Connection Point became a space for hands-on democracy and civics activities from the National Museum of American History along with the debut of our innovative VR game "Gerrymander Madness," created in partnership with Durham's CrossComm.



## Bequests Make a Big Difference

In 2019-20, bequests to GHM Inc. from the estates of Margaret Berry, Kathryn Eskey (pictured), Mary Elizabeth Pugh Gildersleeve and Anita Schenck amounted to nearly \$350,000. Like earlier planned gifts from Martha Cammack and Alice Abel, these bequests can be transformative for the museum. Learn how your planned gift can help shape the future of the museum by contacting Museum Director Carol Ghiorso Hart at 336-373-2306.





# Together We Learned

The past two years have given us plenty of opportunity to explore different parts of our city's history and to connect the past and present. You spoke up about stories that still needed to be told, and you volunteered to share Greensboro history with visitors, students and online viewers.

The pandemic upended the ways we had been supporting learners of all ages, but we worked to put resources online. School field trips vanished, but by the end of 2020, we were preparing online guided tours for primary school students. We also reached out to educators and provided a new Greensboro History Museum Education Webinar Series, with topics such as Teaching Difficult History, Indigenous in North Carolina, and Holocaust Education. These programs reached 481 attendees on Zoom and 953 viewers on YouTube during 2020.

Together we will continue to serve students and lifelong learners, using technology and tradition, innovation and experience, knowledge and creativity.

## Interns Learning and Contributing to History

Gifts power internships, and interns power museum work and museum learning. In summer 2020, Greensboro History Museum Education interns Sarah Maske and Juniper Nie helped arrange and conduct video interviews with mural artists. These interviews would become part of the award-winning *Pieces of Now* exhibition.



Juniper, a North Carolina State University undergraduate, was one of four B. Craighead Davidson interns, positions endowed through a 1999 bequest from Alice Abel. Sarah served as the annual Fripp intern, a program administered by University of North Carolina-Greensboro to support UNCG Museum Studies students and the Greensboro History Museum. This internship was made possible through gifts from family and friends to honor Gayle Fripp on her retirement in 2002.



# Ever-Achievers Retired Teachers Club



Members of the Ever-Achievers Retired Teachers Club have been inspiring us and teaching us about underexplored facets of Greensboro history since 2018, when they helped create a Community Voices display telling their story. Members came together for a *History Notes* podcast episode in 2019. Later that year they accepted one of our 2019 Voices of a City Awards. In 2020, we turned to their experience again for the Greensboro History Museum Education webinar “Lessons in Racism, from Those Who Taught Us.”



# Greensboro History Museum Guild

The Museum Guild supports the mission and activities of the museum as members and volunteers. Organized in 1975 with 25 charter members, the Guild currently has 61 members.

Guild meetings offer fellowship and a chance to learn about local and state history. Meetings were suspended during the pandemic, but virtual get-togethers have resumed, with presentations on Methodism in Greensboro, Dolley Madison and more. Membership and participation in Guild programs are open to all!





# Together We Responded

Among all the upheavals and transformations of 2020, one phrase kept returning – historic times.

When the COVID-19 lockdown first gripped Greensboro, we knew that just as our predecessors more than a century ago had worked to document life in Greensboro during the Great War, it was our responsibility to capture this moment for future generations. The community responded in a big way to our search for History Happening Now. Together we worked to build a digital record of our reality in those days, separated from friends and family, living life inside, creating new experiences online.

In summer 2020, when protestors took to the streets of Downtown Greensboro to demand racial justice in our nation and city, we listened. You invited the museum to collect the bold works painted by artists and community members along the boarded-up storefronts of Elm Street. You shared stories and moments that became a new kind of exhibition, *Pieces of Now*.

## History Happening Now

Socially distanced street games.

Lockdown activity journals.

Neighborhood porch portraits. Oral histories of impacts on business. We launched our History Happening Now initiative in spring 2020 as a way to capture the changes in life during the pandemic. You sent in stories and images, such as this photo of a volunteers thanking healthcare workers with fresh strawberries in May 2020. We are continuing to collect and process these materials to make them available online as part of an archive of the uncertainty that marked a tumultuous year.



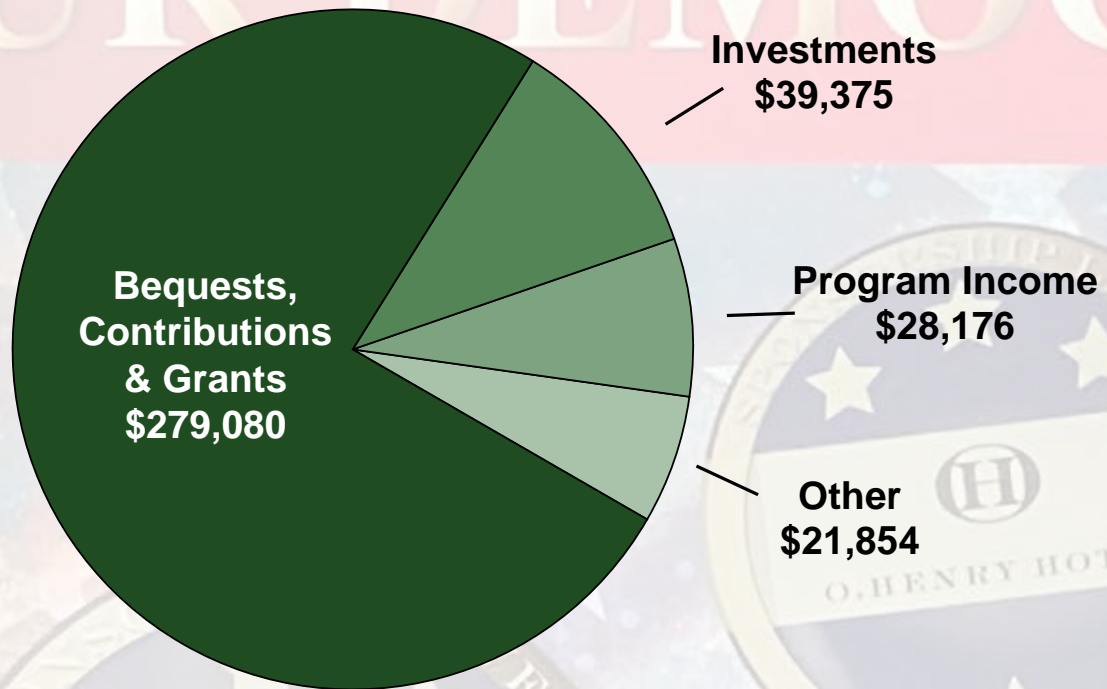


# Pieces of Now

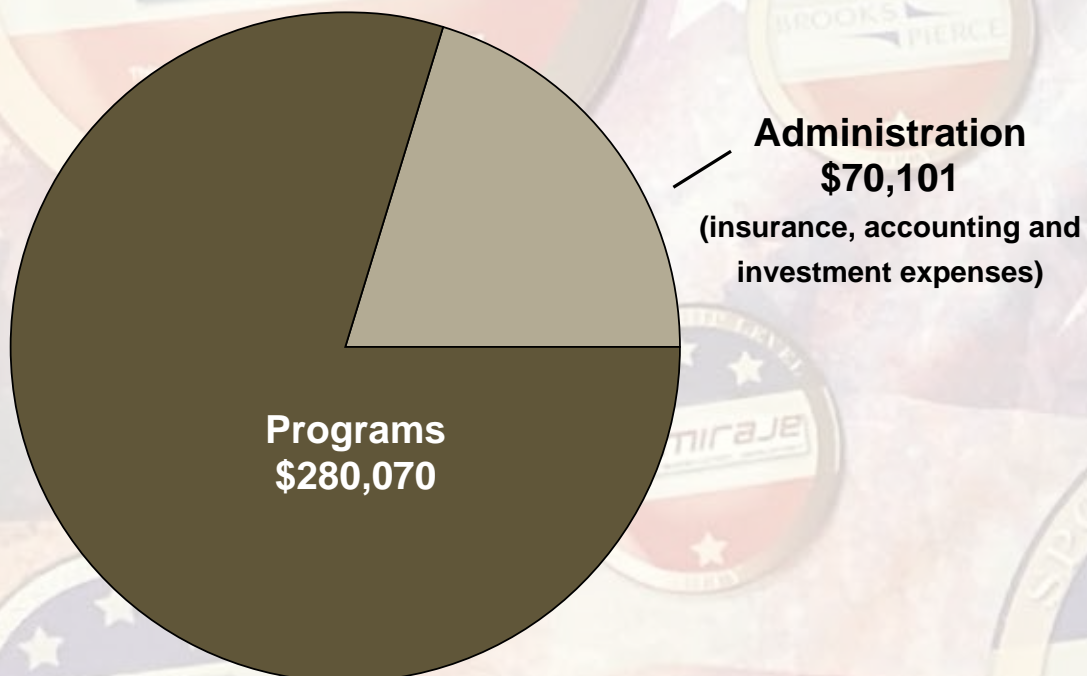
It began as a request for help to preserve some of the powerful murals that temporarily transformed a boarded-up downtown Greensboro in summer 2020. It became a web of connection to activists, frontline workers, city leaders, law enforcement. The rapid-response exhibition *Pieces of Now: Murals, Masks, Community Stories and Conversations* took shape in just over three months through the participation of artists, protestors, business owners and others. Even after it closes in November, 2021, visitors can continue to experience the exhibition online at [greensborohistory.org/piecesofnow](https://greensborohistory.org/piecesofnow).



## 2019 Revenue



## 2019 Expenses

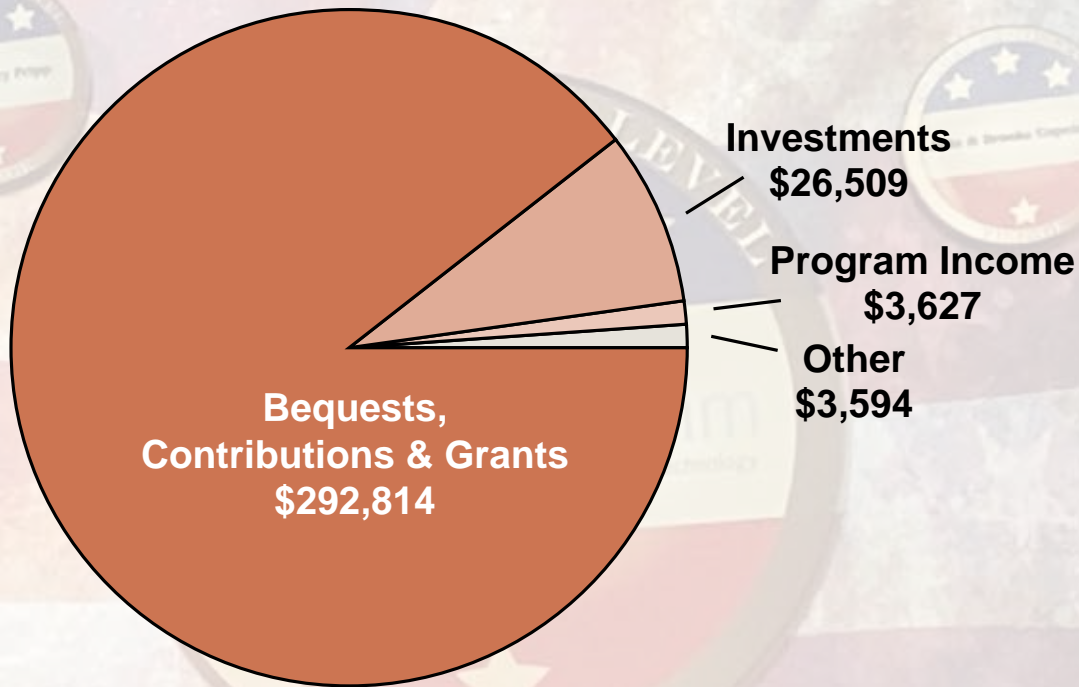




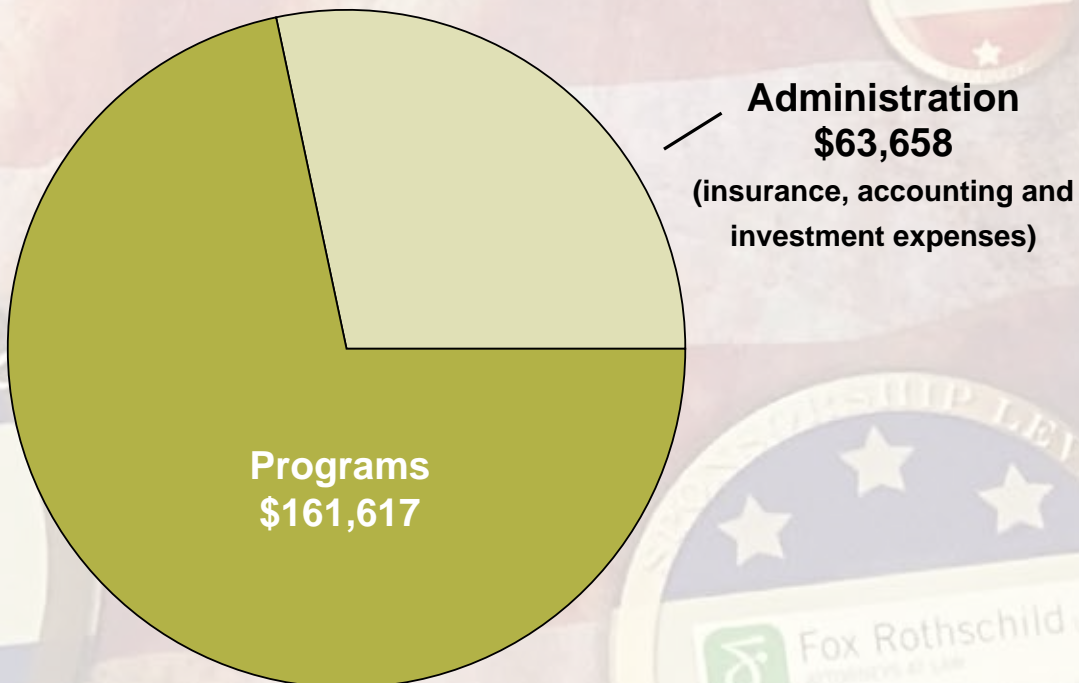
# A Public-Private Partnership for History

The Greensboro History Museum operates as a partnership between GHM Inc. and the City of Greensboro Libraries & Museum Department, which funds facility and operations costs, including building maintenance, utilities, staff salaries and more. Your contributions and membership support exhibitions, collections care and educational programming. Net assets for GHM Inc. amounted to \$2,058,705 at the end of 2020.

## 2020 Revenue



## 2020 Expenses



# Together We Connected

As the city's history museum, we work with all kinds of partners to illuminate different parts of Greensboro history. Nonprofits. Government. Businesses. Educational institutions. Faith-based organizations. The list goes on... In 2019-20, you helped us strengthen those ties.

Our Community Voices space in the museum lobby was filled with memories and treasures from different groups throughout 2019 and into early 2020. Greensboro Beautiful Inc., Hanes Lineberry Funeral Home, the Greensboro Jewish Federation and the Beta Nu Zeta chapter of Zeta Phi Beta all highlighted anniversaries or special projects with displays of objects and images.

Other statewide and community partners collaborated on programming, outreach and exhibitions. Triad History Day, organized with UNCG Libraries in April 2019, brought a dozen museums, archives and digital projects from across five counties to the museum for a day of learning. A series of panels created with UNCG's Lloyd International Honors College explored Greensboro and the World. Other partners included Preservation Greensboro Inc., NC African American Heritage Commission, North Carolina A&T State University Archives and many more.



## Lunar New Year

The Year of the Pig received an early welcome at GHM in January 2019. Performers from the Korean-American Association of Greater Greensboro, the Cambodian Cultural Center of North Carolina, the Korean School of Greensboro and the Montagnard American Organization drummed, danced and shared their cultural traditions with 400 visitors who came to see the festivities and the museum's *Second Generation: Asian American* exhibition.





## Democracy Tables



Thanks to a \$15,000 grant through the National Communication Association Center for Communication, Community Collaboration and Change, we've been focusing on part of our Project Democracy 20/20 initiative: civic dialogue. Working with UNCG Communication Studies students and faculty, we've developed and hosted online conversations, and listened to what matters to people across Greensboro. Experts from Greensboro Public Library, You Can Vote and the League of Women Voters of the Piedmont Triad answered questions about voting from our fall 2020 conversation series during the online program *Democracy Tables: You Asked!*

## Community Partners

GHM Inc. received financial, in-kind and programming support from a wide range of businesses and institutions in 2019 and 2020. Many are mentioned throughout these pages. Others include:

Action Greensboro · Arts Greensboro · Aspen Boutique · Casa Azul · Center for Community Engaged Design · City Arts Greensboro · City of Greensboro Planning Department · Crooked Tail Cat Café · Downtown Greensboro Inc. · Dram & Draught · Green Bean · F.D. Bluford Library, NC A&T State University · Greensboro Downtown Parks · Greensboro Bound Literary Festival · Greensboro College · Guilford College Quaker Archives · High Point Museum · Humanities Network and Consortium, UNCG · International Civil Rights Center and Museum · Little Brother Brewing · Montagnard American Organization · Martha Blakeney Hodges Special Collections & University Archives at UNCG · NC Department of Natural & Cultural Resources · NC Folk Festival · News & Record · North Carolina NAACP · Oscar Oglethorpe Eyeware · Pediment Publishing · Primland · Proximity Hotel · Raffaldini Vineyards · Rebecca Art · Scuppernong Books · Southeast Asian Coalition · SynerG Greensboro · TriadHistory.org · UNCG Archaeology Program · University Libraries, UNCG · Vintage to Vogue Boutique.

# Together We Adapted

We began exploring digital public programs in 2019 with the *History Notes* podcast. But when the pandemic pulled the plug on in-person events in March 2020, you helped us shift online by tuning in and responding to a range of virtual content. *Deeper Inside Project Democracy* and *The Stuff of History* adapted video storytelling to highlight exhibitions and collections.

We went live together with partners at Smithsonian Affiliations and the Smithsonian Institution Traveling Exhibition Service (SITES) for an online talk by historian Barbara Clark Smith, “Reflections on American Democracy,” originally scheduled for in person in March. It was the beginning of more than 36 hours of video programming we created in 2020, reaching nearly 1,400 live viewers.

Zoom. Facebook. YouTube. Together we helped bring Greensboro history to those platforms with dozens of hours of discussion, learning and engagement, a successful experiment that has grown our audiences and increased access to the museum’s varied public programs through the Lion’s DEN Digital Engagement Nook.



## Juneteenth

When the City of Greensboro began planning a day of online programming in recognition of Juneteenth, they came to the museum for historical perspectives on the Freedom holiday. Museum staff produced 10 of 19 videos broadcast on city social networks as part of Juneteenth: A Day of Celebration and Remembrance. We reached thousands with a video visit to Dame’s Chicken and Waffles, a look at the importance of the Emancipation Proclamation, a conversation about history and democracy with musician Rhiannon Giddens and a live round of Juneteenth Bingo.







## Gift of the Magi Community Read

So many activities we looked forward to, from Folk Fest to Fun Fourth, were forced online in 2020. To reconnect with something familiar, we teamed up with colleagues at the Greensboro Public Library for “O. Henry’s Gift of the Magi: A Community Read.” The video brought together more than a dozen people from across the city to read segments of this classic tale.



## Online Programming

New videos added to YouTube in 2020: 52

Minutes viewed on Facebook: 16,600

YouTube subscribers increase: 700%

Most popular video: “Deeper Inside Project Democracy with Rhiannon Giddens” with 8,300 views on Facebook





# *Together We Celebrated*

In 2019 we found many opportunities to celebrate together. Beginning with ringing in the Lunar New Year (see previous section) we hosted a roaring good time 1920s-style with the first ever Greensboro History Museum Speakeasy. For this sold-out event, created as UNCG Museum Studies student Erin Blackledge's Capstone project, we transformed the museum into a Prohibition-era playhouse. Flapper dresses, jazz music, games, dancing, and delicious snacks and cocktails from GIA all abounded.

You put together our second Annual Dolley & Me Tea fundraiser. You also helped organize and joined us for events like our Belle Meade Society dinner with Elliot Engel and an Annual Meeting sponsored by O.Henry Hotel, First Bank and Lincoln Financial and featuring special guest Smithsonian Costume Conservator Sunae Park Evans.

In 2020, our celebrations took on a different look, but we persevered. An online Annual Meeting brought people together. And virtual volunteer recognitions gave us a chance to thank those of you who give your time to support our mission. As we look toward 2021-22, we hope to be celebrating Greensboro history in person once again.

## **Browseum**

Beer. History. Beer history. It all came together in September 2019 at the first Browseum, created with our UNCG Library friends behind Well Crafted NC, an archive documenting the state's brewing history.

Live music, beer trivia, food trucks and, of course, some tasty beverages. Preyer, South End and Oden Brewing all took part, along with Gate City Growlers. Museum trustees like Mark Kaley worked behind the scenes to help make the event happen, while volunteers like Josh Merced lent a hand behind the taps.





# American Democracy

Support from members and corporate and foundation donors helped bring the Smithsonian traveling exhibition *American Democracy: A Great Leap of Faith* to Greensboro as the cornerstone of our multiyear Project Democracy 20/20 initiative. We celebrated the opening of this traveling exhibition in December 2019 thanks to supporters like North Carolina Humanities, Tannenbaum-Sternberger Foundation, Wells Fargo, CrossComm, Fox Rothschild LLP, Brooks Pierce, Gilliam Coble & Moser LLP, Gayle Fripp, Robbie Hassell and the O.Henry Hotel.



Photos: Lynn Donovan/GHM



## Dolley & Me Tea

Our 2019 Dolley & Me Tea was a resounding success thanks to presenting sponsor Stacey Ofsanko, Broker/Realtor Tyler Redhead & McAlister Real Estate, contributing sponsor Piedmont Natural Gas and corporate patron the O.Henry Hotel, as well as generous support from:

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Crescent Rotary Club  
Greensboro Chamber of Commerce  
Gunter Custom Homes and Design

GIA  
HPB Insurance Group  
ITG Brands  
Kaley Orthodontics  
Lake Jeanette Orthodontics  
Miraje Reconstruction & Development



# Belle Meade Society

Thirty years ago, astute trustees recognized the need to develop a financial blueprint for the future of the museum. The museum's 1990 addition had added new galleries and the Mary Norris Preyer Lecture Hall, and funds were needed for traveling exhibits and public programs.

The Belle Meade Society, a special group of museum members willing to contribute annually, was chartered on September 30, 1991. During its first year, it brought in \$38,000 – more than all dues the previous year – and in its first three years, the Society raised more than \$100,000.

The Society continued its commitment in 2019–20, with membership dues totaling over \$80,000.

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# Greensboro History Museum Inc. Board Mission Statement

The Greensboro History Museum Inc. Board of Trustees ensures the telling of Greensboro's history by setting strategic direction for the Museum through:

- Engaging diverse individuals and communities in a quality museum experience.
- Serving as responsible fiscal stewards.
- Cultivating needed resources.
- Promoting the Museum to the community.
- Supporting Museum staff and volunteers as they carry out the institution's mission.

Our vision statement defines what we see as our goals for the future – a challenging yet achievable vision of a museum that meets the highest standard of excellence, teaches and informs in a variety of energetic and accessible ways, and is a vibrant, visible and valued community institution.

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The Greensboro History Museum, an AAM-accredited Smithsonian Affiliate, is a division of the City of Greensboro Library Department and operates as a public-private partnership with the nonprofit GHM Inc. In partnership with the community, the Greensboro History Museum collects the city's diverse history and connects people to that history and one another through engaging exhibits, educational programs and community dialogue.

**Collect  
Connect**



**Free Admission**

Hours  
Tues - Sat 10 - 5  
Sun 2 - 5

**130 Summit Avenue  
Greensboro NC 27401**

336.373.2043  
#gsohistory  
[www.GreensboroHistory.org](http://www.GreensboroHistory.org)