MISSION
The Sixth Floor Museum at Dealey Plaza chronicles the assassination and legacy of President John F. Kennedy; interprets the Dealey Plaza National Historic Landmark District and the John F. Kennedy Memorial Plaza; and presents contemporary culture within the context of presidential history.

VISION
To be an impartial, multi-generational destination and forum for exploring the memory and effects of the events surrounding the assassination of President Kennedy, through sharing his legacy and its impact on an ever-changing global society.

THE MUSEUM
ended Fiscal Year 2019 on September 30, 2019 having shepherded the adoption of a new Master Plan which provides a roadmap for the evolution of the Museum’s physical plant, reimagined storytelling, strategic growth of the collections and the impact on not only the local community of arts and culture patrons, but national and international visitors.

The adoption of the Master Plan set the stage for the next chapter of the Museum’s future, and the start of Fiscal Year 2020 on October 1, 2019 was strong.
November 2019 was the 56th anniversary of the assassination of President Kennedy and a special series of programs marked the occasion:

Ruth Paine gave an eloquent and moving account of her friendship with Marina Oswald and the unwitting role she played in the story.

Presented in partnership with the City of Irving / Ruth Paine House Museum

Composer Jesus Martinez worked with Museum staff to create a new work of art, 3 Hours in Dallas, that combines historic film footage and photographs with a new musical score. The world premiere was held at the Museum and featured musicians from Sam Houston High School, a Title I school in Arlington, Texas.

Award-winning broadcast journalist Bill Mercer, who covered the breaking news of the Kennedy assassination, told his firsthand story in a special Living History program.

In February, Nicola Longford, Chief Executive Officer, and Kimberly Camuel Bryan, Chief Philanthropy Officer, traveled to Washington, D.C. to represent the Museum in Museums Advocacy Day, organized by the American Alliance of Museums (AAM).

Installation of Art Reframes History was completed while the Museum was closed and it opened to viewers when the Museum did. A series of virtual programs was launched in complement to the installation.

Emblematic of the prioritization of education initiatives, Elyze Davis, a former classroom teacher with Dallas Independent School District, joined the Museum as the new Education Program Specialist in August.

On Sunday, March 15 the Museum closed in accordance with directives issued by Dallas County. A small group of employees continued to work remotely but more than 50% of staff was furloughed or laid off.

FISCAL YEAR 2020
KEY ACCOMPLISHMENTS AND MILESTONES

In January, Genevieve Kaplan joined the staff as the new Director of Education, bringing her experience from the Abraham Lincoln Presidential Library and Museum in Springfield, Illinois.

Psychologist Dr. Gene Riddle offered an examination of Lee Harvey Oswald.

On Wednesday, September 9, the Museum reopened to visitors with reduced capacity and operating hours. Fiscal Year 2020 ended on September 30, 2020. The Museum was closed for nearly six months of that time—177 days.

As part of the new treasury plan, the Board of Directors used reserved funds to establish a general endowment to support the long-term financial health and sustainability of the Museum. These funds will be invested and managed so that they will continue to help support the Museum’s operational needs in perpetuity.

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EDUCATION NEWS

The Museum’s school programs offer cross-curricular and active learning opportunities aligned to the Texas Essential Knowledge and Skills (TEKS) and national standards. Using the Museum’s core story as a starting point, the interactive offerings introduce and examine the life and legacy of President Kennedy to elementary, middle and high school students.

Each education program explores key components of President Kennedy’s legacy including civics and civic engagement, leadership, volunteerism and public service, the struggle for civil rights, the importance of scientific and technological advancement including space exploration. The programs educate students while helping them develop real life skills including public speaking, writing and decision making.

ADDITIONAL ACCOMPLISHMENTS AND MILESTONES

Eight new school programs were introduced including live and recorded virtual tours, civics and civil rights courses for both high school and middle school audiences, an online version of History Detectives and two programs focused on using art to share history.

Adult program offerings focused on connecting and responding to events occurring in real time and include social justice protests and dealing with trauma through the arts. The Museum also began offering family programming for the first time, providing events and learning resources for young people outside of traditional school programs.

The transition to online programming allowed the Museum to develop new partnerships such as hosting the virtual National History Academy for a session on President Kennedy and resilience and a collaboration with the National Museum of the Pacific War on Kennedy’s leadership and military service during World War II. The Museum also partnered with the Center for Interactive Learning and Collaboration’s Community of Learning to provide free programs for students and life-long learners.

COLLECTIONS NEWS

The Museum acquired 157 items including the following highlights:

• Two original, handwritten letters by Jacqueline Kennedy to noted author John Steinbeck from February and March of 1964, in which she asks him to write the definitive biography of President Kennedy. (right)

• Two paintings donated by German artist, Jens Lorenzen, from his Mauer (Wall) IV series – Element plus 24, Texas Theatre and Element plus 25, Hands Off Cuba. Lorenzen’s research in the Museum’s collection helped him to identify motifs to incorporate into the paintings. (see cover)

• Several items from the extensive Ronnie Paloger Collection help to fill in storylines related to Kennedy’s service as a Congressman and a Senator and the Kennedys’ official 1961 visit to France.

• The John R. Woods II Collection was added to the Researcher Archives; this outstanding audio-visual collection covers not only the Kennedy assassination, but also the Civil Rights Movement, Vietnam War, Cold War and other significant aspects of 1960s history and culture.

• Thirty-four new interviews were added to the Oral History Collection, with particular highlights being interviews with legendary Dallas Cowboys quarterback Roger Staubach, Oswald family friend Ruth Paine, and interviews with three civil rights activists—Prince Cartwright Jr., Dr. Trudie Reed and Ron Brines—who worked closely with the late Juanita Craft and the Dallas chapter of the NAACP Youth Council. These “Draft Kid” interviews were recorded in partnership with the Juanita Craft Civil Rights House.

ADDITIONAL ACCOMPLISHMENTS AND MILESTONES

• The final report was submitted on a three-year, Institute of Museum and Library Services (IMLS) supported collections-wide inventory project—in which approximately 90,000 collections items were inventoried and counted.

• The final report on a National Endowment for the Humanities (NEH) Preservation Assistance Grant project that supported external consultation on the Museum’s digital collections preservation needs was submitted.

• In partnership with the University of North Texas Libraries the comprehensive collection of Jack Ruby trial-related transcripts and documents was fully digitized, cataloged and published on the Portal to Texas History and the Museum’s online collections database. This created the only online resource that makes this primary source material readily available in one location.

• Numerous additional collections were digitized, including three extensive newspaper photographer collections—the Andy Hanson Collection, the Eamon Kennedy Collection and the Bill Winfrey Collection. These three collections of original photographic negatives total nearly 2,200 images.
explored the role magazine covers played in cementing the enduring mystique and legacy of President Kennedy. During his lifetime, President Kennedy regularly appeared on magazines that both flattered and criticized him, but immediately upon his death, critical coverage became rare and imagery of the President reflected a commemorative, nostalgic tone. As the memory and mood of the nation shifted over the decades, Kennedy’s legacy was both questioned and revered, and he became an idealized symbol of an aspirational era. The publications on display reflected a cross-section of society and a broad spectrum of content and perspectives, with glossy mass-market pictorial magazines such as LIFE and LOOK, popular magazines including Time, Newsweek, Esquire, Good Housekeeping, JET and Vanity Fair, and niche publications like National Lampoon and Cigar Aficionado. Regional/local print media included Texas Monthly and D Magazine, while foreign language titles include Life en Español (Central and South America issues) and Paris Match. Each brought a unique point of view to the remembrance of the president, yet together create a nuanced portrayal of how President Kennedy continues to inspire since his death.

The special exhibition 55 Years was comprised of five decades of magazine covers featuring President Kennedy. Composed of artifacts from the Museum’s collections, 55 Years conveyed President Kennedy’s lasting imprint on the nation’s consciousness. Featuring visual art as well as music composition and performance, the exhibition presented ten different artistic responses that span time and geography and are expressed in a variety of media—including photography, oil painting and screen prints, opera and musical theater, string quartet and percussion ensemble. The works serve as examples of the breadth of creative response that one historic event can inspire. The exhibition featured a digital gallery guide with Spanish-language labels.

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**ART REFRAAMES HISTORY**

**Sept. 9, 2020 – May 9, 2021**

**Oct. 27 – September 20, 2020**

Art Reframes History was a special installation of works of art drawn from the Museum’s collections that explored the variety of ways artists interpret history. The exhibition showcased a little known but important aspect of the Museum’s collections—artistic and creative expressions inspired by the life and legacy of President Kennedy. Featuring visual art as well as music composition and performance, the exhibition presented ten different artistic responses that span time and geography and are expressed in a variety of media—including photography, oil painting and screen prints, opera and musical theater, string quartet and percussion ensemble. The works serve as examples of the breadth of creative response that one historic event can inspire. The exhibition featured a digital gallery guide with Spanish-language labels.

**SPECIAL EXHIBITIONS**

**55 YEARS**

**Magazine Covers 1963 to 2018**

Nov. 13, 2018 – Oct. 13, 2019

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**55 YEARS PROGRAMS**

**The Power of the Magazine Cover: Yesterday, Today and Tomorrow**

Known as “Mr. Magazine” and regarded as one of the nation’s foremost experts on print journalism, Dr. Samir Husni explored the role magazine covers played in cementing the enduring mystique and legacy of President Kennedy.

**ART REFRAAMES HISTORY PROGRAMS**

**Gallery Talks | A series of informal gallery talks that took a deeper look at select works of art.**

**Self-Guided Mini Tour | A guide for independent exploration of the exhibition, focusing on how small details tell stories. Available in English and Spanish.**

**Virtual Artist Conversations | Museum Curator Stephen Fagin hosted a series of conversations with artists inspired by President Kennedy and the Museum.**

- Gage Mace | Mace spoke about his life-size painting, The Assassination of President Kennedy, inspired by the Zapruder film.
- Tansill Stough Anthony | Anthony discussed her series of eight paintings, Fading Memories: In Honor of JFK, and provided a brief demonstration of her painting technique.

**Interrogating Art | Virtual Series**

- Nicole Longford and Anna Katherine Brodbeck, Hoffman Family Senior Curator of Contemporary Art at the Dallas Museum of Art, discussed Andy Warhol’s lasting fascination with the Kennedy story.
- Jens Lorenzen, a German artist, has incorporated President Kennedy into his monumental series, The Wall. Lorenzen and Nicola Longford spoke about the research he did at the Museum and the way that it informs his work.
- Dallas-based photographer and medical doctor, Paul Sokol, joined Stephen Fagin for a conversation about his meditative triptych.
- Charles Wylie, Curator of Photography and New Media at the Santa Barbara Museum of Art, and Nicola Longford explored the artistic practice of adapting photographs to create an entirely new work of art.

**Trauma, Tragedy and the Healing Power of Music | Virtual Panel Discussion**

- Composers David Little, Steven Mackey and Jesus Martinez, librettist Royce Vavrek, and Associate Professor of Music at Wellesley College, Jenny Olivia Johnson, discussed the power of music to help us heal from grief and trauma in a panel conversation that was moderated by Stephen Fagin.

**Dance Break | Virtual Dance Workshop**

Dancers Tara Gregory and Sarah Matzke from the Bishop Arts Theatre Center led a virtual dance intensive to help students express themselves through movement.

**Storytelling through Art with Dr. Joan M.E. Gaither | Virtual Program**

Artist and educator Dr. Joan M.E. Gaither explored how artists use historic people, places and events to tell stories.

Support for public programs was provided by the Virgil P. Warren Foundation.
DONOR LISTING

$5,000 -
Humble Independent
The Summitline Foundation
Virgil F. Warner Foundation
Vulaklasik
Chart Weddick

$1,000 - $4,999
Angoraan Private Equity Charitable Fund
Jenick and Lachland Bryant
Eugenia and Archibald Bryant
Greg Clark
Howard Cooke and Steele Cooper
Phyllis and Victor Elmore
Ezele Films LLC
Hamlet Jeffers
Nicola Longford
Habib Loriot-Bettaieb
Harriet Jeffers
Ezzie Films LLC

$500 - $999
Koa and Jim Brown
Gordon and Cynthia Cameron
Kay and Bill Cattanella
Arlon and Rubin Eshleman
Eric and Joanne Jackson
Julie and Michael Luxenberg
Nina and John McCall
Regina Montoya and Paul Coggins
Chart Westcott
VisitDallas
Virgil P. Warren Foundation
The Summerlee Foundation
Humanities Texas

$5,000 +
John Yarbrough
Steve Worden
Jane Wetzel
Ken Wagoner
Claire Stirling
Janet and James Stieve
Linda and Tom Smith
Denise and Dale Skuldt
Jan Sittel and Peter Hancon
Joan and Michael Schukman
Larry Schnapf
Eric Peschke
Carolina Pace
Pete Northway
Michele Myers
Carol Murray
Nicholas Monteiro
Lawrence Monaco
Franco Mouna
Carolyn Mosby
Garth Morgan
Michele Myers
Pete Northway
Carolyn Pace
Nicole and David Perry
Eric Pescotte
Garth Raiser and Andrew Shleifstein
Larry Schiff
Jean and Michael Schulman
Jan Sittel and Peter Hansom
Denise and Dale Skudl
Linda and Tim Smith
Janel and James Stone
Claire Stringer
Richard Tuck
Ken Magawer
Dana and Gerald Wall
Jane Wicok
Steve Wooton
George Winstead
Sabra and Andy Stein
Norma and Don Stone
Kathy Weiber

$250 - 499
Anisha and Mark Bennett
Claire and Col Chuiny
Chuck Conrad
Sarah and George Cooper
Mimi and John Cran
George English
Tino Jalonzo and Philip Nardi
Jill and Duany Johnson
Ron Jones
Hake Kofa
Paul Lando
Diane Lachel and Bob Mung
George Preston
saline and Andy Stein
Norma and Don Stone
Kathy Weiber

$1,000 - $2,499
Lindsey Adams
Barbara and Don Bayharn
Ann Blankenship
Mary W. Bloom
Caryn and Ronald Blum
Elise L. Boyd
Megan F. Bryant
Michael Chawver
Gretchen and Edward Cohen
Misty and Miller Collins
Communities Foundation of Texas
Annette and Jack Corran
Dallas Hotel magazine
Gary Delaune
Zenitha Crew
Karen English
Read and Steven Gender
Pauline Graven
Hugh Graham
Sandy and Jim Pernyak
Anne Haeckel
Michele and Ken Hensler
Theresa and Brian Hicker
Herbert Hake
Nathaniel Hudson
Keith Hughes
David Ingram
Ika Kaufman
Kathie Leiber
Tom Knock and George Sellers
Brent Lyons
Michael Maccus
Robert Mathis
Cynthea and Alfred Mondell
Nicholas Monteleone
Lawrence Moraca
Francis Moura
Carri Murray
Michelle Myers
Pete Northway
Carolyn Pace
Nicole and David Perry
Eric Pescotte
Garth Raiser and Andrew Shleifstein
Larry Schipf
Jean and Michael Schulman
Jan Sittel and Peter Hansom
Denise and Dale Skudl
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Claire Stringer
Richard Tuck
Ken Magawer
Dana and Gerald Wall
Jane Wicok
Steve Wooton
George Winstead
Sabra and Andy Stein
Norma and Don Stone
Kathy Weiber

$1,000 - $999
Diane Anderson
Dana Antinoccio
William Baquell
Janet E. Burger
David Bohrmann
Kelly Benjamin
Elizabeth Brier
Mark Brown
Christian Bruner
Don Buckman
David Card
Allison Cheery
Joel Chudek and Stuart Glass
Scott Boldt
Betsy and Joe Eudy
Genevieve and Brian Fonske
Craig Gibson
Hugh Graham
Steven Grant
Ryan Grefke
James Haikett
Emily Haeckel
Paul Hoch
Deborah House
Kathi and Mark Hume
Karen and Dan Kelly
Jake and Anstor Koch
Patrick Lipanko
Josephine Lipako
Jeffrey Mowdel
Joanne and Jeff Mask
Tan Minhawe
Nick Nall
Kari Motts Pignana
Stephan Starchau
David Prescott
Anna Rozhoz
Shane Stark
John Stulke
Ranoma Taylor
Cyril Wootch
Rondina Weidell
Carol and Roland Zavada

Statements of Financial Position
September 30, 2020 and 2019

<table>
<thead>
<tr>
<th>Without Donor Restrictions</th>
<th>2020</th>
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<tr>
<td><strong>ASSETS</strong></td>
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<td>Cash and cash equivalents</td>
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<td>Investments</td>
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<td>Accounts receivable</td>
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<td>Inventory, net</td>
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<td>Prepaid expenses</td>
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<td>Property and equipment, net</td>
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<tr>
<td>Deposits</td>
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<td><strong>TOTAL ASSETS</strong></td>
<td>$12,383,834</td>
<td>$13,836,416</td>
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<table>
<thead>
<tr>
<th><strong>LIABILITIES AND NET ASSETS</strong></th>
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<tbody>
<tr>
<td><strong>LIABILITIES</strong></td>
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<tr>
<td>Accounts payable</td>
<td>$19,322</td>
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<tr>
<td>Accrued expenses</td>
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<td>568,793</td>
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<tr>
<td>Deferred revenues and other liabilities</td>
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<td>26,835</td>
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<tr>
<td>Note Payable*</td>
<td>652,800</td>
<td>–</td>
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<tr>
<td>Capital lease liability, net</td>
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<td>16,904</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>1,079,845</td>
<td>782,257</td>
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<tr>
<td><strong>NET ASSETS</strong></td>
<td>$11,303,989</td>
<td>$13,054,159</td>
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**STATEMENTS OF ACTIVITIES**

**FINANCIALS**

DALLAS COUNTY HISTORICAL FOUNDATION
D/B/A THE SIXTH FLOOR MUSEUM AT DEALY PLAZA

**Without Donor Restrictions**

**2020**

**2019**

**REVENUES AND OTHER SUPPORT**

Program revenues
General admission fees
$2,621,808
$4,699,732

Museum store sales
740,869
1,855,067

Facility rentals
57,994
87,365

Audio rentals
26,543
1,537,495

Rights and reproductions
15,575
105,330

Parking fees
363,293
999,994

**Contributions and sponsorship revenues**

Contributions
127,507
189,755

Donated professional services
43,300
16,320

Interest and investment income
359,357
154,143

**Other income**

15,062
38,023

**REVENUES AND OTHER SUPPORT**

$3,473,498
$9,443,184

**EXPENSES**

Program services
Museum and education services
3,189,731
3,514,795

Auxiliary activities
1,113,053
2,105,564

Supporting services
Development and external affairs
601,907
669,289

General and administrative
1,159,160
1,881,930

**Total expenses**

8,063,851
8,171,578

**Acquisition of collections**

59,817
44,292

**Change in net assets**

(1,750,170)
1,427,324

**NET ASSETS beginning of year**

13,054,159
11,826,835

**NET ASSETS end of year**

13,303,989
13,054,159

* The Museum received a SBA PPP Loan to help cover expenses during the timeframe the Museum was closed that was fully forgiven in January 2021.
** As part of the Museum’s Treasury plan, guidelines are followed to maximize the return on invested funds while supporting future operations and initiatives of the Museum.