



THE SIXTH FLOOR MUSEUM
AT DEALEY PLAZA

FY2022 YEAR IN REVIEW



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.

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A LETTER FROM THE CEO

The Museum's Fiscal Year 2022 was marked by successes, although it was not an easy year. Despite the ongoing impact of COVID-19, the Museum thrived as you'll see from various statistics in this publication. These superlatives might mask the ongoing complexity and challenges of operating a cultural organization in our times and the difficulty of planning for the future.

However the Museum, continually inspired by the legacy of President Kennedy, **is moving forward boldly and adapting, in real time, to changing conditions.** Guided by our mission and our passion to serve the students, families and visitors who come to the Museum to learn and to be inspired, our Board of Directors and staff embrace these difficulties and work through them to consistently deliver an exceptional experience to those who visit or learn with us.

I salute the Board of Directors and staff for their unfailing commitment to the Museum and I thank the donors, members and friends who make our work possible. The Museum is the beneficiary of generous public support and interest; **we treasure the individuals, foundations, schools, community partners and others that have contributed to our successes.**

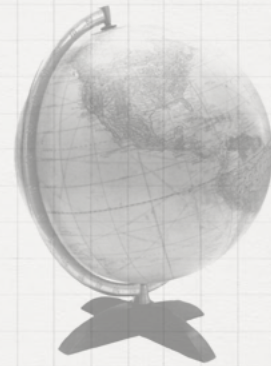
Warmest regards,

Nicola Longford

CEO | The Sixth Floor Museum at Dealey Plaza

VISITATION AND IMPACT

241,140 total visitors
from **50** states, **6** territories
and **111** countries



16,000+ users
of the free Dealey Plaza
Interactive Walking Tour
dealeyplaza.jfk.org

29,000+ users
of eMuseum, the Museum's
online collections database
emuseum.jfk.org

429,000+ visitors
to jfk.org



EVENTS AND PROGRAMS

2021

October

The Museum launched its new membership program.

21 | A virtual conversation between Thomas Mallon, author of *Mrs. Paine's Garage and the Murder of John F. Kennedy*, and *Dallas Morning News* journalist Michael Granberry premiered.

28 | The opening of *Fragments* was celebrated with a reception for friends and supporters. (1)

November

18 | The Museum hosted a screening of the short film, *El Fantasma*, with the filmmakers who carried out research at the Museum. (2)

22 | Commemorating the 58th anniversary of the assassination, the Museum invited Buell Frazier to speak about his memoir, *Steering Truth: My Eternal Connection to JFK and Lee Harvey Oswald*.



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2022

January

17 | In recognition of Martin Luther King Jr. Day, the first in a specially curated series of Oral History recordings, *Voices from the Civil Rights Movement*, premiered. Six subsequent episodes were released weekly through the end of February.

February

28 | Museum staff participated in the annual Museums Advocacy Day, organized by the American Alliance of Museums.

March

14–17 | The Presidential Sites Summit, organized by the White House Historical Association, was hosted in Dallas and included a visit to the Museum by participants.

April

25 | Members were invited to a special program celebrating the launch of Mark Updegrove's book, *Incomparable Grace: JFK in the Presidency*. (3)

June

2-3 | A concert series, *Different Trains*, was presented at the Museum in partnership with the Dallas Holocaust and Human Rights Museum and performed by the Emerge Coalition.

5 | The opening of *Designing History* was celebrated with a reception for students and their families, as well as Museum supporters. (4)



4

August

18 | The Museum marked the opening of *Solidarity Now! 1968 Poor People's Campaign* with a reception.

September

24 | A members-only tour of *Solidarity Now!* was arranged.

EDUCATION

Education, a key initiative of the Museum's outreach and mission, saw a **marked increase in the number of students and teachers served.**



- **6,986** students were served, an increase of approximately **300%** from FY2021.
- **153** learning programs were delivered including visits to the Museum, offsite programs offered by Museum staff in classrooms and other settings, and distance learning offerings.
- **287** teachers were served through **13** professional development programs.
 - » Teacher professional development offerings are at their **highest level** since FY2017.

Students served by the Museum represented:

- 18 school districts in North Texas (Regions 10 and 11)
- 14 school districts throughout the rest of Texas
- 15 out-of-state locations

Although there has been significant improvement, restrictions imposed by many schools and districts continue to impact the consumption of Museum offerings. For example, Dallas ISD did not permit field trips for most students during the 2021-2022 school year. However, the Museum enthusiastically works with schools to offer the greatest possible flexibility, either through distance learning or, when feasible, for Museum educators to deliver programs in classrooms.

A pilot program allowed school visits to take place on Mondays and Tuesdays when the Museum is closed to the public. This proved popular for schools and advantageous for the Museum by facilitating greater utilization of add-on learning programs.

Conflicting Evidence was the most popular program offered by the Museum, followed by *History Detectives*. The Museum has refined school offerings to best align with teacher and student needs in relation to content and delivery and eliminated programs with lower demand in order to streamline offerings. Programs also reflect a shift from traditional lectures to more hands-on and interactive formats.

Highlights of professional development programming for local and national audiences included:

- A national partnership with the Gilder Lehrman Institute of American History which included a four-day virtual National Teacher Seminar as well as a two-hour Special Topics in History presentation.
- An invitation for the Museum to participate in a Teaching American History professional development seminar on President Kennedy and Civil Rights.
- Opportunities for Museum staff to give presentations for educator audiences in Regions 10 and 11.
- An opportunity for Museum staff to speak with teachers at the Texas Council for the Social Studies Annual Fall Meeting.

Other highlights for the Education department:

- A year-long collaboration with Dallas ISD's Career Institute East to create and install *Designing History*, an exhibition on the life and legacy of President Kennedy, the 1960s and the city of Dallas. The partnership involved 70 high school students from six Dallas ISD high schools. After closing at the Museum, the exhibition was put on view in Dallas County Commissioner Theresa Daniel's office.
- The Museum's distance learning programs receiving a 2021-2022 Pinnacle Award for excellence from the Center for Interactive Learning and Collaboration.





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2



3



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COLLECTIONS

The collections continue to grow as new objects that contribute to the Museum's storytelling objectives are strategically added. A total of 459 objects were acquired during FY2022, adding to the more than 90,000 items in the collections. The Museum preserves and cares for these important physical items and utilizes their unique stories to interpret and share the story of President Kennedy.

Highlights of the new items added to the collections included:

- An 8mm home movie filmed by assassination eyewitness Mark Bell, as well as the Kodak Brownie camera that recorded the film. The film shows the presidential motorcade in Dealey Plaza just before shots were fired, as well as the immediate aftermath. (2) The Bell camera was previously on loan to the Museum and is on view on the sixth floor. (5)
- The personal collection of Dr. Robert N. McClelland, including his blood-stained shirt that was worn on November 22, 1963, during emergency treatment of President Kennedy at Parkland Hospital. (4)
- A collection of items related to the luncheon scheduled to be held at the Dallas Trade Mart on November 22, 1963, including an invitation and press pass, from luncheon attendee Greg Olds, then president of the Dallas chapter of the ACLU.
- An unopened bottle of club soda with the Seal of the Vice President and "Bottled for the Honorable Lyndon B. Johnson," saved from the head table at the Dallas Trade Mart luncheon. (1)
- Two late-1960s/early 1970s dresses made by Jennifer Juniors, Abraham Zapruder's company.



5

(1) Marquita Smith Collection, donated by the children of Marquita Smith: Craig Smith, Cynthia Smith-Kelly and Debra Smith-Williams; (2)(5) Mark Bell Collection; (3) Halsey Beemer Collection; (4) Robert N. McClelland Collection

COLLECTIONS continued

Content from the Collections was licensed or provided for use in more than 40 television and/or film documentaries, publications, podcasts, exhibitions and theatrical productions. The nationalities represented by the requesting entities included Japan, Germany, Denmark, South Korea as well as the United States. Of particular note were requests from the Museum of Fine Arts, Boston; the National Museum of Denmark; The Mob Museum in Las Vegas, Nevada; the Detroit Opera; and the We Shall Overcome Foundation, based in California.

In addition, the Collections department fielded more than 250 research and curatorial inquiries.

THE ORAL HISTORY PROJECT

The ongoing Oral History Project remains a major priority for the Museum, with a special initiative to expand the voices of color that are represented in this important repository as well as document more broadly the rich history and culture of the 1960s.

Of the 99 new interviews recorded this year, highlights included:

- Ten Peace Corps volunteers, including eight from the first group assigned to Liberia in 1962.
- Ten individuals connected to the 1968 Poor People's Campaign.
- Nine activists from the 1965 SCOPE voter registration project of the Southern Christian Leadership Conference.
- Emmy Award-winning documentarian Robert Richter
- Dallas spiritual and civic leader The Reverend Zan Holmes Jr.



SPECIAL EXHIBITIONS

FRAGMENTS

November 3, 2021 – July 3, 2022

Fragments presented architectural elements from the historic Texas School Book Depository building that explore the building's 120-year history. Most famous for being the site of the assassination of President Kennedy in November 1963, the building's story began at the turn of the 20th century and continues today. Having served as a warehouse for plows, tractors, groceries and books, the building sat empty for years while the community wrestled with its complicated legacy. It then evolved into an administrative site for Dallas County and, finally, a museum that preserves the memory of the assassination, the legacy of President Kennedy—and their effects on the city of Dallas and the country.

Functional elements, many of which have been unseen for decades, were celebrated for the beauty of their design and encourage reflection on the importance of the building's history and preservation. The building's history was explored through objects that were once part of the building itself. These disparate parts, fragments of a larger whole and representative of different chapters in the building's existence, were examined on their own merits. Historic images evoked the 1910s, 1950s, 1960s, 1980s and today. Artists interpreted the space and its history.

This installation, made up of 33 objects, marked the passage of time from the building's founding to its present, and by doing so, considered its future.

Explanatory text panels and object labels were provided in both English and Spanish.



DESIGNING HISTORY

May 27 – July 3, 2022

Designing History was the culmination of a year-long partnership between the Museum and Dallas ISD's Career Institute East Interior Design program, which serves students from six different high schools in east Dallas. The installation was designed collaboratively by students for the Museum's historic spaces and features 22 artworks that range from collage to painting and drawing to multi-media works.

Inspired by the students' in-depth learning experience with the Museum, the works on view explored President Kennedy's life and legacy and his lasting impact on the city of Dallas, the place they each call home. Students interrogated connections between their own lives and that of President Kennedy and the 1960s through topics including family and childhood, civil rights, the space race and technology, foreign relations, and life in Dallas.

Object labels and wall text, developed in partnership with the Museum and the students, was written in both English and Spanish.



After being on view at the Museum, the exhibition was installed in Dallas County Commissioner Teresa Daniel's office for a six month run beginning September 30, 2022.

Supported by the Warren Foundation and by an ArtsActivate grant from the Office of Arts and Culture.



SOLIDARITY NOW!

1968 POOR PEOPLE'S CAMPAIGN August 13, 2022 – February 26, 2023

Solidarity Now! 1968 Poor People's Campaign is a special exhibition that examines one of the most important grassroots movements of the civil rights era which culminated in a six-week, live-in demonstration on the National Mall in Washington, D.C., that attracted thousands of activists from across the nation. Protestors inhabited "a city of hope"—Resurrection City—on 15 acres between the Washington Monument and the Lincoln Memorial to call attention to the crippling effects of poverty for millions of Americans.

The exhibition explores the tactics and impact of this campaign, the first large-scale, nationally organized demonstration after Martin Luther King Jr.'s death. It features photographs, oral histories with campaign participants and organizers, and an array of protest signs, political buttons and audio field recordings collected during the protest.

Presented at the Museum as part of a national tour, the Museum's installation and programming explores the links between the movement and the lasting legacy of President Kennedy, as well as culturally relevant themes for today. The Museum also translated the exhibition materials into Spanish.



Solidarity Now! 1968 Poor People's Campaign is organized by the Smithsonian Institution Traveling Exhibition Service in collaboration with the National Museum of African American History and Culture. It is supported by the CVS Health Foundation, a private foundation created by CVS Health to help people live healthier lives.



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FINANCIALS

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

Statements of Financial Position September 30, 2022 and 2021

	2022	2021
ASSETS		
Cash and cash equivalents	\$ 9,909,281	4,001,527
Investments	5,585,962	6,026,240
Accounts Receivable	42,158	50,375
Inventory, net	194,774	302,553
Prepaid Expenses	55,850	72,968
Property and Equipment, Net	800,332	1,146,070
Deposits	14,129	14,129
TOTAL ASSETS	\$ 16,602,486	11,613,862
LIABILITIES AND NET ASSETS		
LIABILITIES		
Accounts Payable	\$ 40,325	132,791
Accrued Expenses	431,438	383,035
Deferred Revenue and Other Liabilities	66,410	48,138
Total liabilities	538,173	563,964
NET ASSETS		
Without donor restrictions		
Board Designated	\$ 1,117,873	1,122,911
Undesignated	14,946,440	14,946,440
Total net assets	16,064,313	11,049,898
TOTAL LIABILITIES AND NET ASSETS	\$ 16,602,486	11,613,862

Statements of Activities Years Ended September 30, 2022 and 2021

	2022	2021
REVENUES AND OTHER SUPPORT		
Program revenues		
General Admission Fees	\$ 3,994,139	2,081,167
Museum Store Sales	965,188	617,767
Rights and Reproductions	87,905	75,985
Parking Fees	583,722	422,226
Contributions and sponsorship revenues		
Contributions	258,561	198,933
Government Support	5,268,584	-
Donation Professional Services	86,497	102,001
Interest and investment income (loss), net	(452,711)	20,151
Other income	13,959	1,319,310
Total revenue and other support	\$ 10,831,642	4,837,540
EXPENSES		
Program Services		
Museum and Education Services	2,937,353	2,703,495
Auxiliary Activities	1,080,978	857,650
Supporting Services		
Development & External Affairs	565,003	552,043
General and Administration	1,133,106	967,627
Total expenses	5,716,440	5,080,815
Acquisition of Collections	100,787	10,816
Change in Net Assets	5,014,415	5,014,415
NET ASSETS beginning of year	11,049,898	11,303,989
NET ASSETS end of year	\$ 16,064,313	11,049,898

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