

THE SIXTH FLOOR MUSEUM  
AT DEALEY PLAZA

YEAR IN REVIEW  
FY2023

# JFK Culture



## 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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*Solidarity Now! 1968 Poor People's Campaign* was on display from August 13, 2022 through February 26, 2023.



A reconstruction of a Resurrection City tent was built in the gallery.



The exhibition displayed more than 30 historical objects, including some from the National Museum of African American History and Culture.

## A LETTER FROM THE CEO

Fiscal Year 2023 was one of transition, with the first half of the year largely focused on the special exhibition, *Solidarity Now! 1968 Poor People's Campaign*. The Museum organized a robust series of programs that explored the complicated and challenging topics addressed in the exhibition. We are grateful to our community partners who helped bring these programs to fruition, including the [African American Museum](#) and the [Dallas Holocaust and Human Rights Museum](#).

We feel strongly that making the investment—both in terms of financial commitment as well as staff time and energy—in bringing a nationally touring exhibition like this to our community and visitors is **vital to our mission** of providing social and cultural context for the 1960s.

As the exhibition drew to a close, we focused our energies on preparations for the commemoration of the **60th anniversary of the assassination** on November 22, 2023. Of course, more of the anniversary will be addressed in the FY2024 report but preparations began early in calendar year 2023 and consumed much of the following months.

The Museum, like all nonprofits, continues to be challenged by global and national trends. However, **we remain committed to careful, strategic growth**. We are deeply grateful to our members and supporters, visitors, community partners, foundations, schools and others who make our work possible.

Warmest regards,

Nicola Longford  
CEO | The Sixth Floor Museum at Dealey Plaza



## VISITATION AND IMPACT

**264,654** total visitors  
from **50** states, **8** territories  
and **107** countries

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**17,000+** users  
of the free Dealey Plaza Interactive Guide | [dealeyplaza.jfk.org](http://dealeyplaza.jfk.org)

**22,000+** users  
of the Interactive Motorcade Map | [jfk.org/the-site/motorcade](http://jfk.org/the-site/motorcade)

**24,000+** users  
of eMuseum, the Museum's online collections database | [emuseum.jfk.org](http://emuseum.jfk.org)

**35,000+** monthly visitors  
to [jfk.org](http://jfk.org)

## EVENTS AND PROGRAMS

### 2022

#### October

20 | *Rising: The Hall of Negro Life* film screening in collaboration with KERA and Dallas Holocaust and Human Rights Museum (1)

#### November

18 | *Last Second in Dallas: A Granular Account of the Final Second of the Assassination* with author and researcher Josiah Thompson (2)

22 | The Concert Truck performance in partnership with the Dallas Symphony Orchestra (3)

#### December

3 | *Community Conversation: The Civil Rights Movement in Dallas* in partnership with the African American Museum

10 | *Community Conversation: The Kerner Report: Policing and Race* in partnership with the African American Museum



1



2



3



### 2023

#### January

14 | *Hosea Williams: A Lifetime of Defiance and Protest* with Dr. Rolundus R. Rice in partnership with the African American Museum (4)

#### February

4 | Members-only tour of *Solidarity Now!* with Stephen Fagin (5)

11 | *Community Conversation: Diane Ragsdale and Marilyn Clark* in partnership with the African American Museum (6)

#### March

22 | *Judge William Alsup: Trial of Lee Harvey Oswald* event in collaboration with UNT Dallas College of Law (7)

#### May

28 | The Concert Truck performance in partnership with the Dallas Symphony Orchestra (3)

#### June

23 | *Explore the Collections* event for members and supporters

#### August

18 | Journalist Marvin Scott in conversation with Stephen Fagin



4



5



6



7

## EDUCATION

Education remains a vital component of the Museum's operations, with a special focus on expanding its reach into North Texas audiences. The Education Department increased impact through programming and collaborations for students and teachers throughout the year.

The Museum offered **256 learning programs** to **11,939 attendees**, including teachers and students:

- **7,665 students** visited the Museum in person, exceeding the Museum's initial projection of 6,500
- **496 teachers** participated in on-site and virtual offerings
- **3778 students** and community members participated in education and outreach programming

The most commonly consumed student education programs, in addition to on-site field trips, were:

- **Conflicting Evidence**
- **History Detectives**
- **Myths and Conspiracies**
- **Resistance: Civil Rights**
- **Debating the Issues**



The Museum participated in professional development programming for local and national audiences including:

### Gilder Lehrman Institute of American History partnership

- National Teacher Virtual Seminar
- *Presidential Leadership at Historic Crossroads* with Barbara A. Perry, University of Virginia
- Special Topics in History virtual presentation
- *Camelot at 60: Exploring the Kennedy Presidency in the 21st Century* led by the Museum's Director of Education, Genevieve Kaplan

### Teaching American History

- Teacher Professional Development seminars
- *Coming to Terms with President Kennedy*, two sessions led by Dr. Stephen Knott, Naval War College
- *Kennedy's Domestic Policy* led by Dr. David Krigler, University of Wisconsin-Platteville
- *Kennedy's Foreign Policy* led by Dr. Eric Pullin, Carthage College

### Retro Report

- Virtual panel discussion *Kennedy and the Cold War: Belin to Cuba and Beyond* cohosted by Genevieve Kaplan and David Olson, Director of Education at Retro Report to accompany Retro Report's release of a new classroom resource on the Cold War and Cuban Missile Crisis

Various conference sessions and customized presentations by Museum staff were offered to educator audiences in Regions 6, 7, 10, 11 and 12.

The number of requests for financial assistance from the **Museum's Scholarship Fund**, which is available to Title I schools in Regions 7, 8, 9, 10, 11 and 12, increased to **13 total schools**, impacting **847 students**.

During the summer, the Museum participated in the City of Dallas' Teen All Access Pass program for the first time, offering free admission to Dallas residents aged 13-17. The Museum joined ten other Dallas cultural venues including the Dallas Holocaust and Human Rights Museum, African American Museum and Dallas Arboretum and Botanical Garden in the annual program. In its first year participating, the Museum welcomed 232 local youth and their guests.

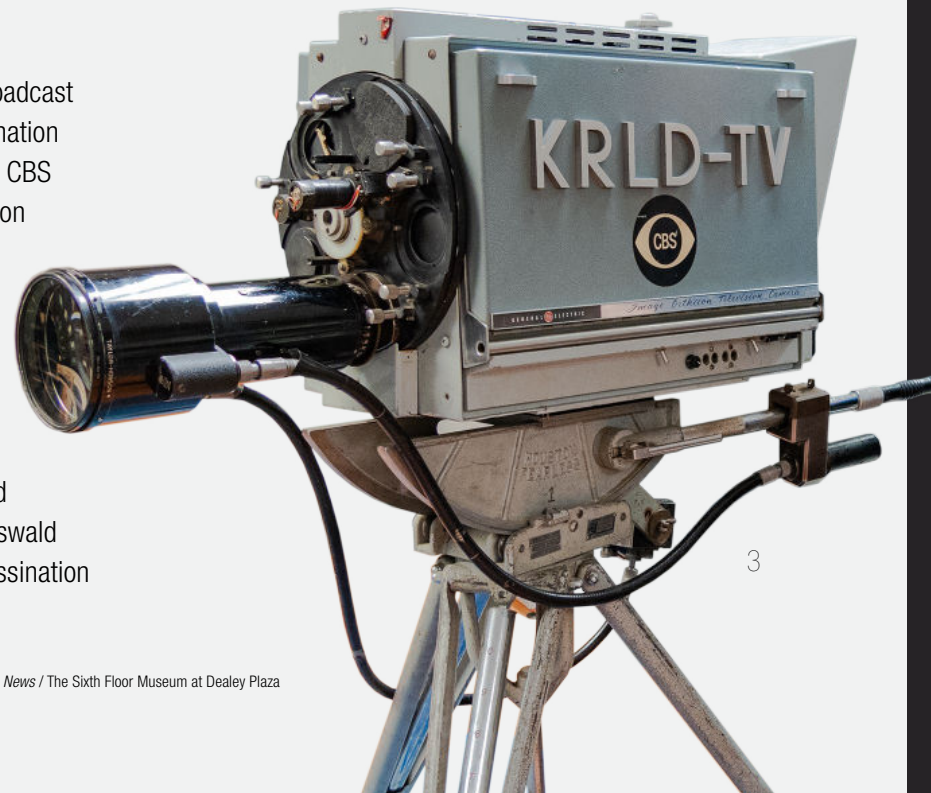
## COLLECTIONS

The collections remain central to the Museum's mission, undergirding programmatic offerings. In FY2023, nearly **500 objects** were added to the collection. Highlights include:

- **Handcuffs, hat, (2) badge and two firearms** donated by Dallas police homicide detective, Elmer Boyd, who escorted Lee Harvey Oswald while in custody at Dallas police headquarters November 22-23, 1963. The hat and handcuffs are prominently seen in several well-known news photographs (1) from that weekend.

- **KRLD-TV camera #3**; Image Orthicon broadcast camera used to broadcast breaking news of the Kennedy assassination investigation to a national audience via CBS News from Dallas Police headquarters on November 22, 1963.

In May, the camera was featured on *CBS Evening News* in a story with Omar Villafranca, who interviewed Nicola Longford, as well as retired journalist Bill Mercer who was captured by the camera informing Lee Harvey Oswald that he had been arrested for the assassination of President Kennedy in 1963. (3)



(1) Bill Winfrey, photographer, Tom C. Dillard Collection, *The Dallas Morning News* / The Sixth Floor Museum at Dealey Plaza  
 (2) Elmer Boyd Collection / The Sixth Floor Museum at Dealey Plaza  
 (3) The Sixth Floor Museum at Dealey Plaza Collection

- **8mm home movie** (and Argus 8mm camera used) filmed by **Jack Daniel** on the west side of the triple underpass immediately after the assassination; the film shows the presidential limousine overtaking the lead vehicle as it speeds toward Stemmons Freeway.
- **Twenty original 35mm slides** taken by **Stuart Reed** on November 22, 1963; images show the Kennedy motorcade on Main Street, the Texas School Book Depository shortly after the assassination, and a unique series showing the arrest of Lee Harvey Oswald at the Texas Theatre.



- **Two original 35mm slides** taken by **Thomas Geron, Jr.** on November 22, 1963; these never-before-seen images show the presidential and vice-presidential vehicles on Lemmon Avenue in Dallas. (4)

(4) Thomas Charles Geron Jr. Collection / The Sixth Floor Museum at Dealey Plaza  
 (5) William Cravens Collection / The Sixth Floor Museum at Dealey Plaza

- **Trombone** played by William Cravens, a member of the Eastern Hills High School Band, at the Fort Worth Chamber of Commerce breakfast on November 22, 1963, notable for being the last official playing of "Hail to the Chief" prior to the assassination. (5)



- Collection of 81 items related to **Richard Nixon's** 1960 presidential campaign; including posters, pins (7) stickers, brochures, newsletters and a ceramic bank, as well as donor's handwritten school essay about Nixon.
- Series of **photographic prints** taken at Harvard University and in Boston showing flags at half-staff following the Kennedy assassination, taken by a 1961 Freedom Rider. (6)

(6) James Brown Collection / The Sixth Floor Museum at Dealey Plaza  
 (7) Joan C. Browning Collection / The Sixth Floor Museum at Dealey Plaza

## COLLECTIONS continued

The [Oral History Project](#), a key initiative among the Museum's collecting efforts, added [78 new interviews](#), including:

- [25](#) civil rights and social activists from across the country
- [10](#) authors and filmmakers
- Broadcast journalist and former NPR host [Diane Rehm](#)
- Assassination eyewitness [Gretchen Coben](#)
- U.S. District Judge [William Alsup](#), the author of *The Trial of Lee Harvey Oswald: A Novel*

The Museum seeks to expand underrepresented voices in the collection and actively seeks to add the perspectives of people of color, as well as others who can speak about the social history and culture of the 1960s.

The Collections Department [licensed or provided collections content](#) for use in [35](#) television and/or film documentaries, publications, exhibitions and theatrical productions.

Countries represented: United States, New Zealand, Spain (Catalonia), France, Germany, Australia, United Kingdom and Japan. This included several significant projects related to the 60th anniversary, which was commemorated in November 2023:

- 72 Films / National Geographic: *JFK: One Day in America*
- ITV / Shearwater Media: *JFK The Home Movie that Changed the World*
- Darwin Payne's book, *Behind the Scenes: Covering the JFK Assassination*

Finally, the Collections Department fielded approximately [170 research/curatorial inquiries](#).



## SPECIAL EXHIBITION

### SOLIDARITY NOW!

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

*Solidarity Now! 1968 Poor People's Campaign* was a special exhibition that examined 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 explored the tactics and impact of this campaign, the first large-scale, nationally organized demonstration after Martin Luther King Jr.'s death. It featured 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 explored 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.





## MEMBERSHIP

### LEADER

Corey Wickersham

### FELLOW

Katy and John K. Menges Jr.  
Emberli and David Pridham

### ADVOCATE

Julie and Michael Lowenberg  
Dawn C. Mickey  
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Gretchen Coben	Callie Gregory	Rebecca Norris
William Cravens	Paul R. Gregory	Donna Powers
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## COLLECTIONS DONORS

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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, 2023 and 2022



	2023	2022
<b>Assets</b>		
Cash and cash equivalents	\$ 8,995,216	9,909,281
Investments	5,933,408	5,585,962
Accounts receivable	188,626	42,158
Inventory, net	203,174	194,774
Prepaid expenses	121,472	55,850
Property and equipment, net	1,979,772	800,332
Right of use asset, net	4,026,540	-
Deposits	14,129	14,129
<b>Total Assets</b>	<b>21,462,337</b>	<b>16,602,486</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable	192,553	40,325
Accrued expenses	746,902	431,438
Deferred revenues & other liabilities	60,764	66,410
Lease liability	4,071,309	-
<b>Total liabilities</b>	<b>5,071,528</b>	<b>538,173</b>
<b>Net Assets</b>		
Without donor restrictions		
Board Designated	1,086,209	1,117,873
Undesignated	15,304,600	14,946,440
<b>Total Net Assets</b>	<b>16,390,809</b>	<b>16,064,313</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 21,462,337</b>	<b>16,602,486</b>



#### Statements of Activities Years Ended September 30, 2023 and 2022

	2023	2022
<b>Revenues and Other Support</b>		
Program revenues		
General admission fees	\$ 4,321,846	3,994,139
Museum store sales	1,016,356	965,188
Facility rentals	9,500	-
Rights and reproductions	255,080	87,905
Parking fees	520,581	583,722
Memberships	41,859	25,798
Contributions and sponsorship revenues		
Contributions	207,033	258,561
Government support	60,582	5,268,584
Donated professional services	106,875	86,497
Interest and investment income		
(loss), net	509,355	(452,711)
Other income	10,746	13,959
<b>Total Revenue and Other Support</b>	<b>7,059,813</b>	<b>10,831,642</b>
<b>Expenses</b>		
Program Services		
Museum and Education Services	3,140,189	2,937,353
Auxiliary Activities	1,154,056	1,080,978
Supporting Services		
Development & External Affairs	669,160	565,003
General and Administration	1,722,335	1,133,106
<b>Total expenses</b>	<b>6,685,740</b>	<b>5,716,440</b>
Acquisition of Collections	47,577	100,787
Change in Net Assets	326,496	5,014,415
<b>NET ASSETS beginning of year</b>	<b>16,064,313</b>	<b>11,049,898</b>
<b>NET ASSETS end of year</b>	<b>\$ 16,390,809</b>	<b>16,064,313</b>

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