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 **THE SIXTH FLOOR MUSEUM**
AT DEALEY PLAZA
FY 2024 ANNUAL REPORT



Images of crowds along presidential motorcade route in San Antonio, Texas, 11/21/1963
The Dallas Morning News Collection/The Sixth Floor Museum at Dealey Plaza
Donated by The Dallas Morning News in the interest of preserving history

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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The special exhibition, *Two Days in Texas*

A LETTER FROM THE CEO

Fiscal Year 2024 was a period of reflection and resolution. November 22, 2023, marked **60 years since the assassination of President John F. Kennedy.**

This milestone commemoration allowed the Museum a number of partnerships such as serving as an official collaborator on the 3-part series *JFK: One Day in America*, produced by **72 Films** and **National Geographic**. Journalists visited from across the globe as part of the premiere and panel discussion. Locally, the Museum worked with community partners, including the **City of Dallas**, the **Dallas Jewish Historical Society** and **UNT Dallas College of Law**. We also hosted various lecturers and authors, including civil rights activist **Ernest McMillan** and renowned presidential historian **Doris Kearns Goodwin**.

The special exhibition *Two Days in Texas* opened concurrent with the anniversary. Museum guests revisited four cities in President Kennedy's 1963 trip to Texas through **rarely seen footage and artifacts**, with the intent to amplify the voices of individual eyewitnesses. The Museum hosted many of these individuals onsite for programs. Program recordings can be found on our **YouTube channel**.

Interest in the story of the assassination is undimmed and the Museum worked with a multitude of media, including *The Today Show's* Morgan Chesky, Paige McCoy Smith with *CBS' Good Morning Texas*, David Smith at *The Guardian*, Megan Cardona with *KERA*, the *Associated Press's* Jamie Stengle, (whose wire story was picked up by **476 additional outlets**) and so many more.

We also recognized our **35th anniversary as a thriving, place-based history museum**. When the Museum opened on Presidents Day 1989, few could envision its global impact or continued relevance over a generation later. With the cornerstone of our past steadying us, we aim to walk boldly into the future. We invite you to travel alongside us.

Finally, we entered into the process of reaccreditation by the **American Alliance of Museums**. This voluntary but rigorous process of self-study and peer review takes 8-16 months to complete, reviewing all aspects of the organization. This will be the Museum's third accreditation, **placing us among only 3% of accredited museums nationwide**.

Warmest regards,

Nicola Longford

Nicola Longford

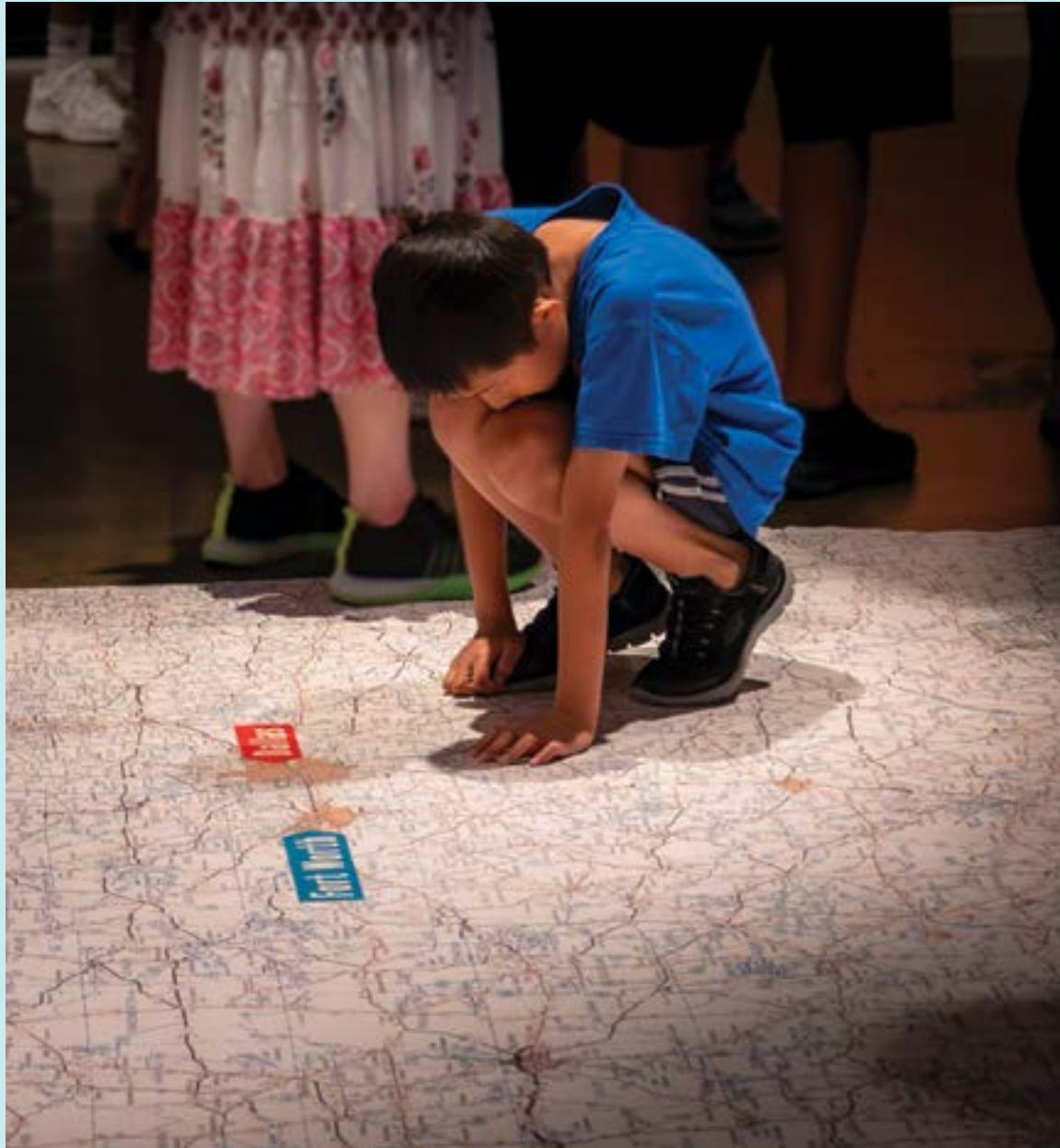
CEO | The Sixth Floor Museum at Dealey Plaza



Panel walls of the *Two Days in Texas* exhibition within the Dallas section of the four cities featured, displaying the Presidential lap robe from the Kennedy limousine the day of the assassination. The Sixth Floor Museum at Dealey Plaza Collection



This sign was on the sky stairs used for Air Force One on November 22, 1963 and appears in films and photographs showing the Kennedys disembarking at Love Field prior to the Dallas motorcade and, nearly three hours later, President Kennedy's casket being loaded aboard the aircraft, followed by Mrs. Kennedy, *Two Days in Texas*, The Sixth Floor Museum at Dealey Plaza Collection



A young Museum guest exploring the *Two Days in Texas* exhibit

VISITATION & IMPACT



258,295 Museum visitors

from 50 states, 5 territories and 155 countries. 1,815 guests visited via the **Blue Star Program** for active-duty military and 56 guests took advantage of the **Dallas Culture Pass** partnership with the Dallas Public Library.



17,000+ users

of the free Dealey Plaza Interactive Guide | dealeyplaza.jfk.org



37,000+ users

of the Interactive Motorcade Map | jfk.org/the-site/motorcade



49,000+ monthly website visitors | jfk.org



59,000+ newsletter subscribers



70,000+ social media followers

across platforms Facebook, Instagram, LinkedIn, YouTube and X



160,000+ monthly video views

of Museum content and programming on YouTube

**EVENTS & PROGRAMS
2023**

OCTOBER

17 | *JFK: One Day in America*, docuseries premiere screening in partnership with National Geographic and the Texas Theatre

22 | *Dallas Home Movie Day* presented by the Museum and the Dallas Municipal Archives, in partnership with the Texas Theatre

25 | *Dallas: 60 Years Later: The Lasting Impact of the Assassination of President John F. Kennedy on Dallas* with Mike Rawlings, Darwin Payne, moderated by KERA's Krys Boyd

NOVEMBER

3 | *Five Days in November*, 60th Anniversary Release, Virtual Conversation with Clint Hill, Lisa McCubbin-Hill, Gerald Posner

10 | *The Oswalds: An Account of Marina and Lee* with author Dr. Paul Gregory

16 | *Echoes from a Memory* performance with composer Jesus Martinez, 60th anniversary of the assassination commemoration

18 | *Behind the Scenes: Covering the JFK Assassination*, with author Darwin Payne



JFK: One Day in America Premiere, Texas Theatre



Trumpet owner John Sparks and Trombone donor William Cravens | Two Days in Texas



Guests at the Two Days in Texas Reception



Living History with Joe Carter



Martyr's Park Dedication Ceremony

NOVEMBER cont'd

19 | *To Shape a City: Dallas After JFK* panel in partnership with Preservation Dallas and Thanks-Giving Square

20 | *Jack Ruby: The Many Faces of Oswald's Assassin* with author Danny Fingerroth, in partnership with the Dallas Jewish Historical Society



2024

FEBRUARY

17 | *Standing: One Man's Odyssey Through the Turbulent 60s* with author and civil rights activist Ernest McMillan, and Jerry Hawkins

MARCH

22 | *Living History* with Dallas Love Field spectator Jan Sittel

26 | Martyr's Park dedication ceremony featuring *Shadow Lines* installation by Shane Allbritton, with City of Dallas, Remembering Black Dallas Inc. and Dallas Park and Recreation

APRIL

26 | *Living History* with Joe Carter, former UPI reporter and presidential speechwriter

MAY

3 | *How the Best Did It: Leadership Lessons from Our Top Presidents*, with author and historian Talmage Boston

JUNE

14 | Doris Kearns Goodwin, author of *A Personal History of the 1960s*

JULY

25 | The Guest Services Team recognized as a finalist for *Nonprofit Team of the Year* by DCEO at their annual Nonprofit Awards ceremony.



26 | *Living History* with motorcade eyewitness Gretchen Cobin

AUGUST

3 | *Living History* with motorcade eyewitnesses Johnny Rincon, Richard Clark and Lisa Hembry

7 | Members-only tour of *November 22, 1963: The Aftermath* at UNT Dallas College of Law



60TH ANNIVERSARY OF THE ASSASSINATION



November 22, 2023 marked the 60th anniversary of the assassination of President John F. Kennedy. The Museum

continues to preserve, educate and foster reflection on this historical event and its lasting impact.

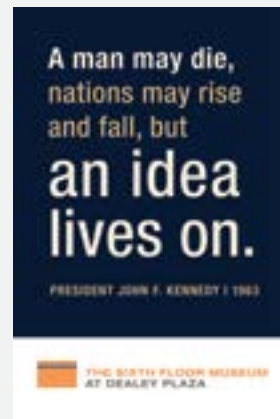
In conjunction with this milestone year, the Museum received recognition from major outlets like *NBC's The Today Show*, *The New York Times*, *the Associated Press* and *The Guardian*, as well as local media *KERA*, *WFAA* and *CBS*, ensuring the history of the events of November 22, 1963 remain accessible and relevant. Staff welcomed diverse audiences from around the world including international visitors from **Belgium, Australia, France and Spain**. Timely Museum programming included a documentary series release, *National Geographic's JFK: One Day in America*, an original musical performance *Echoes from a Memory*, from composer Jesus Martinez and conversations with author's **Darwin Payne, Danny Fingeroth and Dr. Paul Gregory** to encourage public dialogue.

Connecting the past to the present, 60th anniversary banners were placed along the 1963 presidential motorcade route. Beginning outside Dallas Love Field, banners lined the streets all the way to the Dallas Trade Mart. Images on a number of banners were placed in locations close to where the photographs were taken, on nearly 140 poles.



Stuart Reed Family Collection / The Sixth Floor Museum at Dealey Plaza

Most importantly, the Museum provided a safe space for visitors to ask questions, share personal stories and connect with history. Museum staff ensured every guest felt informed and supported, reinforcing the Museum's role as a vital hub for historical reflection and meaningful conversations.



EDUCATION

Education remains a vital component of the Museum's operations. The Education Department increased impact through programming and collaborations for students and teachers throughout the year.

The Museum offered 218 learning programs to 9,009 attendees, including educators and students:

- 5,077 students visited the Museum in person
- 1,488 teachers and chaperones participated in on-site and virtual offerings
- 4,652 students and community members participated in education and outreach programming

Over the summer months, the Museum presented and participated in a number of professional development programs for teachers. The goal of these outreach efforts is to introduce the Museum to educators and to encourage teachers to bring their students to our facility and/or participate in programming.

- Region 7 Social Studies - 2024 Curriculum Conference
- Talking Presidential Elections in the Classroom
- National Museum of the Pacific War Summer Teacher Institute
- Harry S. Truman Presidential Library and Museum Summer Teacher Institute
- Presidential Leadership at the Crossroads | Gilder Lehrman Institute of American History Teacher Seminar
- The Kennedy Challenge: Inspiring a Divided Nation | Gilder Lehrman Special Topics in History Session
- Cypress-Fairbanks ISD Social Studies Back-to-School Training



National Museum of the Pacific War

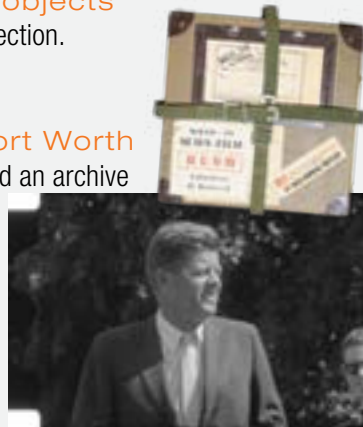
The Museum participated in the City of Dallas' **Teen All Access Pass** program from July 5 – August 31, offering free admission to Dallas residents aged 13-17. The Museum and ten other Dallas cultural venues including the Dallas Holocaust and Human Rights Museum, African American Museum and the Dallas Arboretum participated in the program, and this year the Museum welcomed 229 local youth and their guests.

COLLECTIONS

Approximately 1,170 objects were added to the collection. Highlights include:

NBC 5 Dallas-Fort Worth / KXAS-TV donated an archive of film and video footage spanning from 1956-83, including footage related to the Kennedy assassination and aftermath. The NBC 5 Archive

completes the Museum's collection of known local assassination related news broadcasts, joining coverage from WFAA-TV, KRLD-TV, and KTVT-TV.



Trade Mart luncheon invitations, for President Kennedy's visit to Dallas in 1963. Invitations and badges for press and dignitaries were printed by C.L. Hurst, owner of Economy Printing in Dallas. His daughter-in-law, Irene Hurst, who observed

the Kennedy motorcade on Main Street, donated the original printing plate used for the invitations as well as several printed samples.

A photograph donation offering a unique bird's eye view of the Kennedy motorcade on Main Street. It was taken by local teacher Bill Bergeron and was donated to the Museum by the late Mr. Bergeron's nephew, Bryan Falgout.



Original ammunition cartridge from the 21-gun salute in Arlington donated by David Heden, a member of the U.S. Coast Guard Honor Guard in 1963. He participated in the Death Watch rotations over President Kennedy's casket at the White House and marched in the Kennedy funeral procession to Arlington National Cemetery.



A Vietnam-era draft card and pennant from an anti-war march in 1967; while attending Pennsylvania State University, Miranda Vand became an anti-war activist with Students for a Democratic Society (SDS).



A wood and bronze bas-relief plaque of John F. Kennedy, was donated by Bernard Blanton a retired Dallas County construction engineer. Hubert Achor, then-president of Scriveners Advertising, sculpted the bust; it took over 100 hours to create.

A limited number of plaques were made, this one is #39/50.

The Nasher Family Archive

donated scrapbooks filled with various newspapers, magazine publications, multiple speeches, 1961 Inaugural memorabilia, commemorative objects, postcards and digital copies of home movies of the 1960 inauguration.



Paul Drabbe, a Dutch collector of Kennedy memorabilia, donated a portion of his large collection to the Museum, including glassware, medallions, commemorative stamps, printed materials and a scale model of Kennedy's limousine.



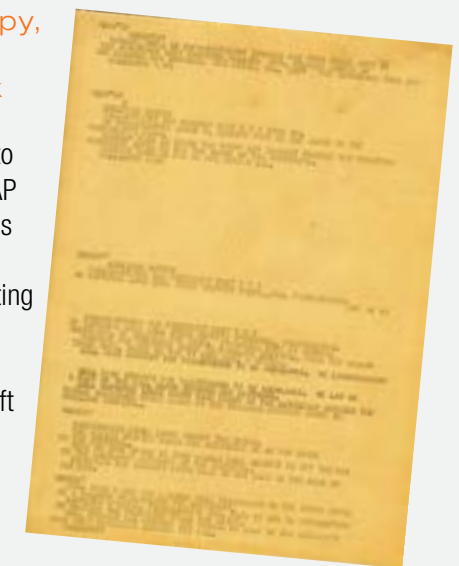
Teri Solochek donated the certificate she received as an elementary school student in Encino, California after sponsoring a tree planting in Israel's Children's Woodland and Freedom Forest in memory of President Kennedy.



A commemorative John F. Kennedy Wedgewood plate in Wedgewood Blue was developed in memory of President Kennedy in 1964 and donated by Lynn Rae Kastle.



A significant collection of Associated Press wire copy, was donated by journalist Dick Barnes, who was assigned to the San Francisco AP bureau in 1963. This page includes the initial bulletin reporting "President Kennedy was shot today just as his motorcade left downtown Dallas."



COLLECTIONS continued

The Oral History Project, a key initiative among the Museum's collecting efforts, added 87 new interviews, including:

- 14 authors and filmmakers
- 10 motorcade spectators
- 8 members of the news media
- 3 Peace Corps volunteers

Notable additions include:

- Robert K. Tanenbaum, deputy counsel of the House Select Committee on Assassinations
- Max Weinberg, longtime drummer for Bruce Springsteen's E Street Band
- Barbara Fahs Charles The Sixth Floor exhibit designer and project manager Abigail Porter from the design firm Staples and Charles
- David Heden, U.S. Coast Guard honor guard at President Kennedy's funeral

The Collections Department licensed or provided collections content for use in 66 television and/or film documentaries, publications, exhibitions and theatrical productions.

Including:

- *The American Vice President: A Heartbeat Away* documentary for American Experience, PBS
- *Kennedy* docuseries for The History Channel
- *The Lady Bird Diaries* documentary film, Hulu
- *X: The Life and Times of Malcolm X* The Metropolitan Opera Live in HD
- *Beautification* immersive narration/music experience, Verdigris Ensemble in collaboration with the Dallas Contemporary
- Various special projects related to the 60th anniversary including television specials, publications, exhibits, and similar.

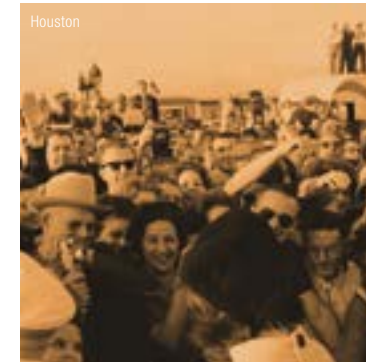
Countries represented: Belgium, Canada, France, Japan, Spain, United Kingdom and the United States.

Finally, the Collections Department fielded approximately 130 research/curatorial inquiries.

SPECIAL EXHIBITION

TWO DAYS IN TEXAS

November 21–22, 1963
San Antonio - Austin - Fort Worth - Dallas - Austin



November 8, 2023 –
September 29, 2024

Organized by the Museum to commemorate the 60th anniversary of the assassination of President John F. Kennedy, *Two Days in Texas* was a special exhibition revisiting President Kennedy's 1963 trip to Texas through eyewitness accounts and his own words. This exhibition took a new approach to telling the story of the assassination by tracing the President's footsteps through each of the cities on his last presidential tour. *Two Days in Texas* reflected on the President's time in Texas and the experiences of everyday Texans who he encountered.



Top left, Houston: Cecil Stoughton. White House Photographs. John F. Kennedy Presidential Library and Museum, Boston; San Antonio: Dallas Morning News Collection / The Sixth Floor Museum at Dealey Plaza. Donated in the interest of preserving history; Dallas: Tom C. Dillard Collection, *The Dallas Morning News* / The Sixth Floor Museum at Dealey Plaza; *Dallas Times Herald* Collection/The Sixth Floor Museum at Dealey Plaza; Fort Worth: *Dallas Morning News* Collection / The Sixth Floor Museum at Dealey Plaza. Donated in the interest of preserving history

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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, 2024 and 2023

	2024	2023
Assets		
Cash and cash equivalents	10,230,471	8,995,216
Investments	6,438,237	5,933,408
Accounts receivable	47,992	188,626
Inventory, net	131,752	203,174
Prepaid expenses	168,549	121,472
Property and equipment, net	1,793,929	1,979,772
Right or use asset, net	3,452,054	4,026,540
Deposits	-	14,129
Total Assets	22,262,984	21,462,337
Liabilities and Net Assets		
Liabilities		
Accounts payable	188,521	192,553
Accrued expenses	479,325	746,902
Deferred revenues & other liabilities	203,155	60,764
Lease liability	3,582,990	4,071,309
Total liabilities	4,453,991	5,071,528
Net Assets		
Without donor restrictions		
Board designated*	1,205,558	1,086,209
Undesignated	16,603,435	15,304,600
Total net assets	17,808,993	16,390,809
Total Liabilities and Net Assets	22,262,984	21,462,337

*Earnings from licensing the Museum's historic collection are held in a board designated fund. These designated funds are used exclusively for acquisitions and stewardship activities and projects that directly further the care, support and public accessibility of the collection.

Statements of Activities Years Ended September 30, 2024 and 2023

	2024	2023
Revenues and Other Support		
Program revenues		
General admission fees	\$ 5,418,904	4,321,846
Museum store sales	1,005,546	1,016,356
Facility rentals	2,500	9,500
Rights and reproductions*	73,004	255,080
Parking fees	575,764	520,581
Memberships	35,948	41,859
Contributions and sponsorship revenues		
Contributions	159,788	207,033
Government support	289,600	60,582
Donated professional services	117,659	106,875
Interest and investment income, net	885,112	509,355
Other income	21,688	10,746
Total Revenue and Other Support	8,585,513	7,059,813
Expenses		
Program Services		
Museum and Education Services	2,994,769	3,140,189
Auxiliary Activities	1,083,767	1,154,056
Supporting Services		
Development & External Affairs	805,589	669,160
General and Administration	2,090,816	1,722,335
Total expenses	6,974,941	6,685,740
Acquisition of Collections	192,388	47,577
Change in Net Assets	1,418,184	326,496
NET ASSETS beginning of year	16,390,809	16,064,313
NET ASSETS end of year	\$ 17,808,993	16,390,809

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