Dear Museum Friends, Members and Supporters,

As we look back at the 2018/19 fiscal year for the Holland Museum, we do so with a sense that we have made great strides in becoming more visible and more relevant for members and visitors. This was the first year for many new initiatives, including Smithsonian Spark!Lab, Free 2nd Mondays, programs and temporary exhibition expansion, and free MLK Day celebration.

In the pages that follow you will see how the Museum has made a positive impact on the people we serve, and the steps we are taking to continue this work. Some highlights are:

- Hosting thousands of children, their families, school groups and camps with the implementation of Spark!Lab. This has been a milestone for the Museum and transformed how we are perceived by young families and educators.
- Creating unique programs for adults and children allowing them to more deeply explore Spark!Lab and our temporary exhibits, Mars: Astronomy & Culture and Michigan Heritage Barns.
- A donation by painter Mathias Alten’s granddaughter, Anita M. Gilleo, which we later displayed in a well-received public exhibition.
- Completing the first full inventory of the 88,530 items in the Museum’s collection. This initiative allows greater access to the stories that make up our community’s past.
- Finalizing a new strategic plan providing the road map for the next three years. This included updating our mission and vision statements; identifying core values and priorities, all of which will help the Museum to become the cultural center we strive to be.

As you look through this report, I invite you to see what this past year has meant to the Museum, and how with your continued support, enthusiasm and interaction we will continue to grow as a cultural leader and community collaborator in Holland. I thank you for that opportunity.

With Gratitude,

Ricki L. Levine
Executive Director

MISSION

Preserving our past, imagining our future.

VISION

To be a cultural leader and community collaborator inspiring the next generation of leaders, thinkers, and innovators.

VALUES

Community  Strive for interactive relationships with everyone.
Curiosity  Encourage exploration and discovery.
Education  Value life-long learning opportunities.
Inclusion  Welcome everyone and their stories.
Stewardship  Uphold the highest standards in maximizing and preserving the resources we are given.
Impact  Inspire community change and innovation through reflection upon the past and collaboration for the future.
YOUR COMMUNITY MUSEUM
ANNUAL REPORT
JULY 1, 2018–JUNE 30, 2019

BOARD OF DIRECTORS

Front Row Left to Right: Jodi Syens, Chanda Miller, Paul Elzinga.
Back Row Left to Right: Geoffrey Reynolds, Abbey Stroop, Mark Johnson, Temple Smith,
Michael Doversberger, Tricia Dreier, and George Jacob.
Not Pictured: Laurie Bos, Jason Coney, and Matt Maines

STAFF

Ricki L. Levine
Executive Director

Katie Baker
Development &
Communications Manager

Patricia Bradfield
Visitor Services

Paula Dunlap
Operations Manager

Mary Elhart
Collections Assistant

Winde Gehringer
Visitor Services &
Exhibit Coordinator

Rick Jenkins
Registrar

Avery Lowe
Interpretive Programs
Coordinator

David Hawley-Lowry
Facilities Manager

Lexie White
Education &
Volunteer Coordinator

Maxine
Office Support

Thank You

Companies and foundations for
generous sponsorships of the
Holland Museum

Sponsor Contact: Katie Baker
(616) 796-1322 | kbaker@hollandmuseum.org

SPARK!LAB
INVENTOR
Brooks Family
Gentex Corporation
Haworth

INNOVATOR
Chemical Bank
Elzinga & Volkers Construction Professionals
GMB
Herman Miller Cares
Worksighted

MEDIA
WGVU PBS & NPR

PATENT
Metal Flow

ACTIVITY
Holland Board of Public Works

BRAINCHILD
Blue Lake Public Radio
Broadview Product Development
Dish
First National Bank of Michigan
Kotsche Office of Local History at GVSU
Hope College Division of Natural & Applied Sciences
Tiger Studio
West Michigan Community Bank

WITH SUPPORT FROM:
Buhler & Padnos Funds AND Community Foundation of the Holland/Zeeland Area

3rd Annual HISTORY MYSTERY TRIVIA NIGHT
Elzinga & Volkers Construction Professionals
Jefferson Beach Yacht Sales
Kennari Consulting
Macatawa Bank
River Hills Consulting
Schreur Printing & Mailing
The Shops at Westshore

MARS: ASTRONOMY & CULTURE EXHIBITION
Chemical Bank

FIRE WALK
A.D. Bos Vending Services

FOOD & BEVERAGE
D&W Fresh Market
Hopland Brewstillery

ADDITIONAL
Lakewood Construction

SUPPORT BY
NATIONAL HERITAGE ARTS
The Museum opens the second Monday of each month with free admission. Most attendees are first-time visitors.

**Mars: Astronomy and Culture**

Traveling exhibition, “Mars: Astronomy and Culture” opens, a partnership with Grand Valley State University Art Gallery and Center Art Gallery at Calvin College.

**STEAM Workshops**

Inspired by Spark!Lab, STEAM workshops launch: Tech Take Apart, Build a Board Game, Build a Barn, and Upcycle Inventing.

**Smithsonian Spark!Lab Open!**

Members, sponsors, and guests celebrate the opening of the Smithsonian Spark!Lab. The hands-on invention workspace has been a hit, increasing family and new memberships. Spark!Lab is enhanced by display cases sharing Holland’s innovation history.

**Fall Programs**

The Cappon House and Museum mark fall holidays with a variety of celebrations.

**Holiday Programs**

During the holiday season visitors help decorate the Museum and participate in Victorian Christmas traditions at the Cappon House.
MLK Jr. Holiday
We were open on the National holiday for the first time in Museum history, with free admission, sharing stories about the civil rights movement.

Mathias Alten Donation
The Museum accepts the generous donation of nine Mathias Alten paintings from the artist’s time in the Netherlands. These paintings became a Summer 2019 exhibit.

Tulip Time
For Tulip Time’s 90th anniversary, we participate in two parades and welcome visitors from all over the world. Volunteers dedicate 460 hours during the community event.

Magic at the Museum
Wizards and witches gather at the Museum for a bewitching day enjoying a magical scavenger hunt, tarot card readings, creating their own wand, and visiting an owl in the archives.

Trivia Night FUNraiser
The 3rd Annual History Mystery Trivia Night Fundraiser breaks records: attendance is up 18% and donations are 34% higher than the previous year.

Michigan’s Heritage Barns: An Artist’s Perspective
On June 30, the Michigan’s Heritage Barns exhibit closes after five successful months.

3-Year Strategic Plan
The Museum staff and board finalize a new strategic plan, with input from over 80 community members. The results are a road map for the next three years.
### ENGAGEMENT

The Museum continues to reach new audiences through visits to the Museum, Cappon and Settlers Houses, Spark!Lab, education initiatives, programs, and community outreach. Thanks to you, our members, guests, donors, and sponsors, the Museum has grown.

<table>
<thead>
<tr>
<th>TOTAL ENGAGEMENT</th>
<th>DONORS</th>
<th>MEMBERS</th>
<th>CORPORATE SPONSORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>21,713 Visitors</td>
<td>314 Households (Includes 60 new supporters)</td>
<td>448 Households (Includes 64 new members)</td>
<td>22 Local Organizations</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOLLAND MUSEUM</th>
<th>SPARK!LAB</th>
<th>CAPPON/SETTLERS HOUSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,065 Attendance</td>
<td>2,614 Visitors</td>
<td>780 Visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECOND FREE MONDAYS</th>
<th>Average attendance each month: 73 Visitors</th>
<th>Highest attendance in April: 248 Visitors</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TOP 5 VISITING COUNTRIES</th>
<th>VISITOR GEOGRAPHICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. The United States</td>
<td>Holland: 34%</td>
</tr>
<tr>
<td>2. The Netherlands</td>
<td>Out of State: 32%</td>
</tr>
<tr>
<td>3. Canada</td>
<td>International: 6%</td>
</tr>
<tr>
<td>4. France</td>
<td></td>
</tr>
<tr>
<td>5. Japan</td>
<td></td>
</tr>
</tbody>
</table>
EDUCATIONAL PROGRAMS AND OUTREACH

The Education Department continues to grow and reach new participants.

Education

1,198 participants
Engaging with groups at the museum for educational tours or experiences, including:
- School Tours
- Adult Tours
- Future Prep’d Courses
- Culture Works
- Promesa

Outreach

6,998 participants
Any event that takes the museum offsite to educate the public about local history. Examples:
- Tulip Time’s Sinterklaas
- The International Festival
- Outdoor Discovery Center’s Macatawa Water Festival
- Herrick Library’s HerrickFest

Programs

1,329 participants
Educational experiences for the public that utilize museum spaces or focus on a certain exhibition, including:
- Museum on the Move
- Lectures
- Children’s Programs
- Hallowe’en Haunts
- Christmas at the Cappon House
- Magic at the Museum

EXCEPTIONAL EXHIBITS

The Museum hosted dynamic exhibitions in the last year. A variety of exhibit related programming was available for visitors to enhance each display. Each exhibit inspired new partnerships and new opportunities for attendees.

Mars: Astronomy and Culture
(September 21-December 29, 2018)
Featuring photographs, drawings, movie posters, book covers, video projections, and recent scientific images of Mars, the exhibit was presented in partnership with Calvin College and GVSU. Programs for Mars included a comic drawing workshop, a lecture on Grand Rapids astronaut Roger B. Chaffee, a Mars “Insight” landing party, and Movies at the Museum.

Michigan’s Heritage Barns: An Artist’s Perspective
(January 25-June 30, 2019)
An exhibition of 22 black and white barn photographs from artist Mary Keithan, presented by the Michigan Barn Preservation Network, Michigan State University Museum, and part of the MSU Museum’s Traveling Exhibition Service. Programs offered for Barns included a STEAM barn building workshop, a lecture by Michigan Barn Preservation Network, and a Farm Preservation Program by Ottawa County.
Engaging Our Community

COLLECTION DEPARTMENT HIGHLIGHTS

This year the Museum completed a full collection inventory of almost 90,000 artifacts and archives, taking 1,052 volunteer hours to complete.

Thank you to 25 dedicated volunteers who assisted Museum collection staff and made this possible!

Collection Data

<table>
<thead>
<tr>
<th>Artifact Donors</th>
<th>Items Donated</th>
<th>Archival Research Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>4,144</td>
<td>103</td>
</tr>
</tbody>
</table>

COMMUNITY COLLABORATOR

We made great strides with our community partners—increasing partners and deepening relationships. Partners include:

- The OAISD (Future Prep’d and IChallengeUth)
- City of Holland (Diversity Rocks the Book)
- Hope College
- NEA Big Read Lakeshore
- Ottawa County Health and Human Services Department (Meet Up and Eat Up program)
- Tulip Time

VOLUNTEERS

- 125 Volunteers
- 25 New Volunteers
- 5,017 Total Hours
$844,032
TOTAL OPERATING REVENUE
48% Individuals
15% Government
13% Earned
8% Corporations

$928,827
TOTAL EXPENSES
64% Programs & Exhibitions
13% Marketing
12% Management
11% Fundraising
MEMBERS

Henry and Christine Aay
Rose Marie Albers
*Bruce and Barbara Alderink
Edmund and Ann Piet Anderson
*Grace Antoon
Leandra Anderson
Alex and Reece Aumaugher
Carter and Laura Baer
Hope Bailey, Marlene Moore, Eric Shafer & Marsh Bell
Jerene Baker
Eunice Bakker
Angela Barajas
Richard and Mary VanZandten Bard
John and Deb Bareman
Adriana Barker
Jennie Bartley
Audrey Behrmann
Franc and Judy Beltman
Ken and Yvonne Bengelink
Bob Berghorst
Dan Berghorst
John and Claudia Berry
Kenneth and Laurel Beukelman
Elizabeth Blackmore
Dave and Kim Baker
Marie Blauwkamp
Phyllis Bocks
*Majore Boerman
*Albert and Elaine Boers
Vern and Lois Boersma
Gary and Donna Bogle
Duane and Phyllis Booe
Keith and Judy Boonstra
Tony and Christen Borkenkircher
Bill and Karen Borgman
Roger and Ruth Borr
Brenda Bos
Marlene Bos
*Tom and Jane Bos
Tom and Laurie Bos
Rick Bosch
Lee and Jane Bosko
John and Beth Bouws
*John and Bonnie Bouws
Patricia Bradford
Judson and Kirby Bradford
Judson and Catherine Bradford, Sr.
*Jerald and Dawn Bredeweg
*Rudy and Diane Broekhuizen
Ran and Elsa Prince Broekhuizen
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Leslie Brown
Ron and Pam Brown
*Donald Brugink
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*Jane Cronkile
*Jane Dalmann
*Ronald and Jessie Dalman
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Dick and Marge Darby
*Jacob DeBlecourt
*Neil and Karen DeBoer
Maxine DeBruyn
Daniel and Cecilia DeCook
Peter and Elka Deede
*Mary Deenik
*Myra DeGraaf
Kyle and Jenny DeGraves
Douglas and Sandra DeKock
Phil and Theresa DeLange
Jim and Jill DenHerder
Lisa Denison
Robert and Colette DeNeveer II
Phyll and Sandy DeNotto
Gary and Terri Dewey
Jim and Beth D Wilde
Gary and Joyce Dewitt
Marly DeWitt
Roger and Janel DeYoung
David Dirkse
*Glenn and Jannel Dirkse
*Ruth Dirkse
David and Mary Doak
Ruth Donaldson
John Banba
Moira Donnelly
Monica Donnelly
*Mary Dood
Roger and Patricia Dorn
Michael Doversberger
Trixie Dreier
Cora Hoffmeyer
Gregory and Amanda Dyhouse
K. Rand Dykman
*Robert Dykstra
Sandra Dykstra
Kathy Elhardt
Mike and Wendy Elms
Charles Elwood
Paul and Janet Elzinga
Jonathan and Stephanie Felgen
*Francis and Janice Fike
Gary Fisher
*Margery Fitzgerald
Carl and Ginny Flowerday
Patricia Flynn
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Glenn Freeman
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Judith Giddings
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William and Terri Holden
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Fritz and Carolyn Huebner
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Susan Irpi Brown
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*George and Barbara Jacob
Ben and Bethany Jacques
*Shirley Japinga
David Jasperse
*Eugene Jekel
*Mary Jellema
Andy and Sarah Johnson
Mark and Susan Johnson
Michael Johnson
Robert and Anne Saliers Johnston
Dan and Barbara Joldersma
Martha Joynt
*James Jurries
Linda Kaisser
Paul and Linda Kalkman
Sibyl Kalkman
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Cheryl/Kastas
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James and Ann Kiewel
Paul Kleinheksel
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Mary Esther Lee
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Laverne Lievense
Suzanne Linn
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Patricia Lowe
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Larry and Marilyn Lynn
Majorie Maas
*Kay MacKenzie
*Robert and Janice Mahaney
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Evan and Mary Mannakee
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Mark and Rhonda Mayhain
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Sharon McNamara
Myna McNell
Brandon Melnyk & Luke Madden
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*Betsy Miller Trust
Chris and Jessica Miller
*Howard Buzz and Lisa Miller
*Jack H. Millar
Ronald and Patty Miller
Russ and Chanda Miller
Steven and Mary Ellen Miller
Tom and Erin Miller
Al and Peg Minerv
Robertta Mitchell
Dale and Kae Moe
*Marlene and Mary Mokma
Dennis Morgan
Sally Marris
John and Patricia Murphy
*David and Carol Myers
Denise Nestel
Joyce Nielsen
Milton and Marilee Nieuwma
John and Mary Nonhof
Dirk and Norma Noordik
*Jacob and Leona Nyenhuis
Judy Oberholtzer
Joseph and Rosemary O’Hara
*Robert and Jean Olney
*Christine Overbeek
Ruth Owen
George and Margaret Parker
Kris and Lani Pence
Louis and Cornelia Pepoy
Nate and Carolyn Pepple
Shirley Perez
Eric and Megan Petersen
Ben and Mary Phillips
*Rob and Cindy Pocock
Regan Postma-Montano
*Merle and Arnola Prins
Daniel and Judith Printz
Wayne and Linda Pynnonen
*Mike and Beverley Rannow
*Joyce and Elise Redeker
Mary Reimink
Tom and Carole Renner
Geoffrey and Jennifer Reynolds
William and Maura Reynolds
Craig and Vickie Rick
Thomas and Briegit Richter
*Elleen Riek
Roger Rietberg
Margaret Rietveld
Catherine Risto & Andy Bass
Robert and Mary Alice Ritsema
Charles and Amanda Robbert
Mary Robertson
William and Sharon Rocker
Tara Romano and Bill Kroes
Mark and Laura Roseboom
Tom and Sharon Resine
Michael Roster
*Bill and Diane Ryckboest
Robert and Linda Rybnan
Joe and Deborah Salimas
David sanderson
Exhibitions

**THEM: Images of Separation**
(November 15, 2019–February 22, 2020)

A traveling exhibit that showcases items from popular culture used to stereotype groups of people. Negative imagery found everyday items has promoted stereotyping against such groups as African-Americans, Asian-Americans, Hispanics, Jews, poor whites, and those who are “other” in terms of body type or sexual orientation. This important exhibition is presented by the Jim Crow Museum of Racist Memorabilia at Ferris State University. Program partnerships include Hope College, Lighthouse Immigration Advocates, Urban League of West MI, Priority Health, early childhood educators and more. We plans to extend diversity, equity and inclusion programming beyond the exhibit and include it into our program schedule as outlined in our strategic plan.

**Heinz in Holland: A Story with Heart**
(March 13- August 16, 2020)

Heinz has been a staple of the Holland community spanning three centuries and is one of the oldest still-operating factories in the area today. Opening March 13, 2020, Heinz in Holland: A Story with Heart will explore the history of our local factory, the pickling process, and the impact of H.J. Heinz’s legacy. Come join us to learn why “Heart power is stronger than horsepower”.

FREE SECOND MONDAYS
We continue Free Second Mondays with support from The Meijer Foundation.

Monday, January 20
11:00 a.m. – 4:00 p.m.
Free Museum Admission
Celebrate Dr. Martin Luther King Jr. and the history of the civil rights movement. Learn about inventors from diverse backgrounds and enjoy family activities all day.

Upcoming Events

**Museum on Tap Fundraiser**
Friday, January 24
Holland Armory
6:30–9:30 p.m.
Tickets on sale now! hollandmuseum.org/events or 616-796-3329
A fun filled evening of beer, cider and wine tasting! Enjoy food, raffles, silent auction packages including tickets to the Broadway Grand Rapids production of Hamilton, and an exhibit on the history of brewing in Holland. Proceeds support upcoming Museum programs and exhibits.

**Magic at the Museum**
Saturday, February 29
Holland Museum
11:00 a.m.–4:00 p.m.
Members: $8/person
Non-Members: $10/person
Free for ages 5 and under

Get spellbound with our second annual Magic at the Museum program! The Museum transforms into an enchanting destination for witches and wizards to explore! Activities will take place throughout the day. Feel free to come dressed as your favorite witch, wizard, or magical creature.

**History Mystery 4th Annual Trivia Night FUNraiser**
Thursday, April 23
Holland Armory
5:30p.m. Happy Hour and Dinner
6:30 p.m. Trivia Begins

Join the Holland Museum for a friendly trivia competition! Bring a group or come alone to enjoy food, drinks, and the chance to win prizes. No history degree required!
While there is no cost to attend, we hope you will be moved to financially support the Museum’s mission.

(616) 796-3329 | www.hollandmuseum.org | Facebook | Twitter | Instagram

Holland Museum
31 W. 10th St.

Cappon House
228 W. 9th St.

Settlers House
190 W. 9th St.

Holland Armory
16 W. 9th St.