Dear Museum Friends,

Many people say that the year before last was a year like no other. I would say that the 2020/2021 fiscal year was also far from the norm. The ongoing impact of COVID-19, economic uncertainty, racial reckoning, political divides, and ecological disasters impacted our daily lives and the role of every cultural organization including the Holland Museum.

What gives me hope and inspiration throughout this unusual time is the dedicated, hard work of the Holland Museum staff. Because of them, I celebrate our organization’s achievements this past fiscal year. On July 14, just two weeks into the year, we reopened our doors to the public. Visitor, staff, and volunteer protocols changed. Masks, contact tracing, social distancing, reduced visitor capacity, plexiglass barriers and disinfecting stations were details staff had to adapt to and require others to do the same. Many volunteers chose not to return initially, understandably concerned about the health and wellbeing of themselves and their loved ones. This reduction of manpower increased responsibilities on the front line staff. We worked staggered work schedules to keep everyone as safe as possible and allowed staff to be able to accommodate their other important responsibilities, caring for parents, children, neighbors, and their community. Whether in person or remote, staff provided crucial operational support, developed digital programming, and made more of our offerings available online. The ability to change how we do things and pivot on a continual basis is inspiring, and no small feat for the limited number of people involved.

As was the case in the last four months of the previous fiscal year, we had cancellations/reductions of school tours, in-person attendance and outreach programs, which created a negative impact on our earned revenue. Cancellation of in-person fundraising events, which makes up the majority of our operating budget, also had a negative impact. To manage this loss, we implemented several funding and cost reduction actions, but we are happy to report that no employee lost their job. Under the direction and support of the board treasurer, we applied for and were granted two separate Federal PPP loans that had an enormous and positive impact on our cash flow. Both loans have subsequently been forgiven.

The work accomplished during the year presented evidence of the strength and value of the Holland Museum and those who support us. Throughout this adversity, we have remained steadfast in our mission to preserve our past and imagine our future.

Despite the challenges, we were able to offer two new temporary exhibits, “Election Reflection” and “Mathias Alten: Beyond the Oil Paintings.” Admission was down, but we did welcome almost 3,500 guests during the year. We pivoted most of our programming to a virtual platform and held 22 programs with almost 1,000 participants. In some cases, we expanded our reach to those who may otherwise have had geographical or physical limitations. We created five new virtual walking tours, and revised in-person tours and programs. The historic houses reopened at the beginning of this past summer and our robust intern program designed new house and walking tours, and helped prepare for reopening Spark!Lab Smithsonian. Throughout the twelve months, we connected with a wide range of people.

At the Museum’s June hybrid (in-person and virtual) annual meeting, the membership acknowledged the service of three board members whose terms were fulfilled. Paul Elzinga, George Jacob, and Geoffrey Reynolds were committed hardworking trustees who made a positive impact on the museum. Members also voted to make the Museum a directorship, which will allow the board to move forward with their work in a more timely and efficient manner.

As you look through the pages of this report, I invite you to see what this past year has been for the Museum, and how with your continued support, enthusiasm, and interaction, we can continue to adapt and grow and serve everyone in the community.

Thank you for the opportunity.

Ricki L. Levine
Executive Director
YOUR COMMUNITY MUSEUM
ANNUAL REPORT
JULY 1, 2020–JUNE 30, 2021

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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 ....... We strive for interactive relationships with everyone.
Curiosity ........... We encourage exploration and discovery.
Education .......... We value life-long learning opportunities.
Inclusion .......... We welcome everyone and their stories.
Stewardship ...... We uphold the highest standards in maximizing and preserving the resources we are given.
Impact ............. We inspire community change and innovation through reflection upon the past and collaboration for the future.

Thank you!

A special thank you to the generous companies and foundations for their sponsorship of the Holland Museum, FY20/21.

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Sponsor Contact: Katie Baker
Development & Communications Associate Director
616-796-3322 | kbaker@hollandmuseum.org
31 W. 10th Street, Holland, MI 49423
hollandmuseum.org | 616-796-3329
Looking Back

**Museum Re-Opened**

The Museum re-opened to the public on July 12 after being closed for four months due to the COVID-19 pandemic.

**DCC Book Club Launch**

We launched the Diversity and Culture Celebration (DCC) Book Club, a collaboration between the Holland Museum and Empowering Youth Global Connection (EYGC) where participants can learn about different cultures and traditions around the world.

**Virtual Family Program**

A History of an Anishinaabe Family: The Whitepigeons of Holland, was hosted virtually on November 24 and is a Cultural Lens Series program celebrating National Native American Heritage Month.

**Virtual Exhibition Program**

Heinz in Holland: A Story of Survival and Success was our first virtual program held on August 20.

**Election Reflection Exhibition**

The Election Reflection: Memorabilia from Holland, MI opened to the public on October 2.

**Virtual Cultural Lens Program**

The Museum hosted Doing the Work: Authentic Allyship, a virtual Cultural Lens panel discussion led by Christine Mwangi of Grounded in Equity. Panelists from a variety of backgrounds discussed what effective allyship has meant to them and how their allies have impacted their lives for the better.
On January 18, we provided a variety of in-person activities and virtual resources, such as a video of students from the Holland community reading the I Have a Dream speech.

On March 12, we opened Mathias Alten: Beyond the Oil Paintings exhibition displaying some of Alten’s unique pieces of watercolors and sketches from the GVSU Art Gallery Collection.

On May 20, we hosted our first virtual fundraiser, Preserving Our Stories: A Sweet History of Holland Peanut Store. Proceeds provide resources to strengthen and expand the Museum’s education and outreach work with local educators and schools.

Museum staff participated in virtual Museums Advocacy Day.

Staff and Board Members participated in the DEI in the Workplace Certificate program.

After being closed for 15 months due to the pandemic, we were thrilled to re-open Spark!Lab in June!
By the Numbers

ENGAGEMENT

Our engagement numbers for FY 20/21 were lower than anticipated. 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 all of our members, guests, donors, and sponsors, the Museum continues to grow.

TOTAL ENGAGEMENT

11,391
Visitors

DONORS

325
Households

MEMBERS

374
Households
Includes 36 new members

CORPORATE SPONSORS

20
Local Organizations

Holland Museum
3,446
Attendance

Spark!Lab
148
Visitors

Free Second Mondays
47
Visitors

Museums for All*

67
Attendance

*National program that offers discounted admission to EBT or WIC card holders.

VISITOR GEOGRAPHICS

- Holland: 20.8%
- Michigan: 34.8%
- Out of State: 44.3%
- International: 0.2%
EDUCATIONAL PROGRAMS AND OUTREACH
The Education Department continues to engage new participants.

Education
198 participants
Engaging with adults and student groups at the Museum for educational tours or experiences did not start until May 2021 due to COVID-19. Numbers are from May and June 2021, including:
- School Tours
- Adult Tours
- Future Prep’d Courses

Outreach
6,423 participants
Most events were canceled due to COVID-19. Participants engaged in programs, including:
- HASP Virtual Talk
- Tulip Time Dutch Marketplace
- Jefferson Elementary STEM Night
- Meet Up and Eat Up

Programs
1,176 participants
Due to COVID-19, educational experiences for the public were held virtually starting Fall 2020, including:
- MLK Day (also in person)
- Fair Housing Five and the Haunted House
- Juneteenth with Miz Rosie
- Virtual programs for adults

EXCEPTIONAL EXHIBITS
The Museum hosted dynamic exhibitions over the last year with a variety of related programming to enhance visitor experiences. Each exhibit inspired new partnerships and new opportunities for attendees.

Election Reflection: Memorabilia from Holland, MI
October 2, 2020 – February 22, 2021
Featuring national and state election artifacts and images collected by the Holland community, this exhibition explored the history of political memorabilia and the way it has shaped the campaign trail and how they fit into the political process.

Mathias Alten: Beyond the Oil Paintings
March 12 – July 26, 2021
This exhibition celebrated the 150th anniversary of Alten’s birth, one of West Michigan’s most recognized artists. We were honored to display Alten’s unique watercolors and sketches from the GVSU Art Gallery Collection.
COLLECTION DEPARTMENT HIGHLIGHTS

As part of the Museum’s ongoing commitment to digitize our collection and make it public, items with virtual access grew to 10,843 this year. Categories added to the database in 2020/2021 are listed below and can be viewed at hollandmuseum.org/online-collection.

- The Women’s History category showcases Holland’s diversity, such as Antoinette C. Sikkel who enlisted in the Navy.
- An Almanac was the first item donated to the Holland Museum, then known as the Netherlands Museum.
- Holland Township’s Helder Farm and Noordeloos School consists of archives from the childhood of Nelva Helder.

<table>
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<tr>
<th>Artifact Donors</th>
<th>Items Donated</th>
<th>Archival Research Requests</th>
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<td>38</td>
<td>1,217</td>
<td>117</td>
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COMMUNITY COLLABORATOR

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

- Alliance for Cultural and Ethnic Harmony (ACEH)
- OAISD/Future Prep’d and IChallengeUth
- City of Holland
- Empowering Youth Global Connection (EYGC)
- Explore Hope
- Fair Housing Center of West Michigan
- Grand Valley State University
- Groundworks/Herrick Public Library
- Hope Academy of Senior Professionals (HASP)
- Holland Garden Club
- Hope College
- Latin Americans United for Progress (LAUP)
- Ottawa County Health and Human Services/Meet Up and Eat Up
- Out on the Lakeshore
- Promesa/Ferris State University

VOLUNTEERS

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<table>
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<tr>
<td>Total Volunteers</td>
<td>65</td>
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<tr>
<td>New Volunteers</td>
<td>214</td>
<td>2,003</td>
</tr>
<tr>
<td>Board &amp; Committee Hours</td>
<td>65</td>
<td>6</td>
</tr>
<tr>
<td>Total Hours</td>
<td>214</td>
<td>2,003</td>
</tr>
</tbody>
</table>

In Memory...

The Holland Museum family grieved the loss of one of our most intrinsic supporters with the passing of Jodi Syens. From Hope College, her career at City Hall, and service in retirement, Jodi worked alongside Holland’s brightest leaders and was a keystone in our community. Her friendliness and humility belied her significant service to the residents of Holland. She served on the Holland Museum Board until the time of her passing this winter.
$676,989
TOTAL OPERATING REVENUE
23% Contributions  
32% Government  
11% Earned  
6% In-kind  
7% Grants  
21% Revenue earned from Investments

$751,750
TOTAL EXPENSES
68% Programs & Exhibitions  
19% Management  
13% Fundraising

Recording an interview with the Fabiano family, owners of Holland Peanut Store, for the Museum’s first virtual fundraiser, Preserving Our Stories: A Sweet History of Holland Peanut Store.
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*Bold Text = Member/Donor  
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Please notify us if there are any omissions.
What’s Happening in FY 2021-2022

**Red Caboose Restoration**
Thanks to the generosity of many individuals and companies, the Père Marquette Caboose, located in downtown Holland, has seen significant restoration efforts completed in recent months. For more detailed information about the Caboose, visit our Collection page: hollandmuseum.org/collection/.

**Exhibitions**

**United for Progress: The LAUP Story**
August 20, 2021 – January 17, 2022
Explore the LAUP (Latin Americans United for Progress) organizations’ history, how they’ve evolved, and how they continue to serve the Latinx and greater Holland community to this day.

**Contemporary Portraits of Native Americans, by James Cook**
February 4 – June 20, 2022
This collection of 21 photographs explores the varied lives of Native Americans across the U.S. in the modern-day through the lens of photographer James Cook.

**Save the Dates for 2022 Fundraisers!**

**Museum On Tap: Beer, Cider, Wine Tasting**
January 28 | 7:00-9:00 PM
Holland Armory

**Preserving Our Stories: Holland Bowl Mill**
March 24 | 7:00-8:00 PM
Virtual Fundraiser

**History Mystery Trivia Night**
April 28
Watch for details

**Preserving Our Stories**
June 16
Virtual Fundraiser
Watch for details

**How would you change the world?**

**Dr. Martin Luther King Jr. Day at the Holland Museum!**
Monday, January 17
10:00 a.m. – 5:00 p.m.
Free Museum Admission
Offered In-Person & Virtual

**VIRTUAL TOURS**
Explore Holland Museum downtown walking tours through virtual experiences!
• Cappon House
• Cappon Family
• Holland Architecture
• Pilgrim Home Cemetery
• Holland Fire Walk

*hollandmuseum.org/virtual-tours*