

2024

**SANTA CRUZ
MUSEUM OF ART & HISTORY**

ANNUAL UPDATE
October 7, 2024

A presentation to the Historic Resources Commission,
Santa Cruz County Planning Department





Who We Are

MAH
Museum of Art & History

Who We Are

The Santa Cruz Museum of Art & History (MAH) was founded in 1996 to promote a greater understanding of contemporary art and the history of Santa Cruz County. Today, we serve our community by:

- Producing a series of rotating exhibitions and maintaining the semi-permanent display in the History Gallery**
- Hosting educational and outreach programs**
- Collaborating on cultural celebrations with partners**
- Maintaining a permanent collection of art, objects, and artifacts**
- Managing a historical archive and multiple historic sites**
- Operating a vibrant public plaza on the museum's doorstep**

How We Preserve History




How We Preserve History

- **Maintain a permanent collection of regional artifacts, a research library, and historical archives with online collection guides.**
- **Manage three historic sites including the Evergreen Cemetery, Octagon Building, and Davenport Jail.**
- **Produce history publications, including books and an online journal.**
- **Host thousands of K-12 students annually who visit the MAH and our historic sites to learn about Santa Cruz County history.**
- **Offer fellowship opportunities in archives, exhibitions, and public history, as well as an annual “Distinguished Historian” award.**
- **Support multiple in-house volunteer committees that work to preserve and promote local history, including Evergreen Cemetery, Historic Landmark, and Publications.**
- **Partner with other groups and organizations, including the History Forum.**

How We Preserve History

In addition to tours and exhibitions, the MAH also hosts a variety of other history-related programs and events throughout the year, including:

- **Historic Landmark Blue Plaque Awards:** A program that recognizes structures that have architectural or historic significance around Santa Cruz County.
- **Publication Events:** A series of readings and book launches for MAH publications and other literary works related to local history, including:
 - **Publishing the 4th edition of The Sidewalk Companion to Santa Cruz Architecture**
 - **In the works: Santa Cruz County History Journal Issue Number 10: Arts and Artists and a reprint of Gathering of Voices**

A blue-tinted background image of a man with a beard holding a dog.

Key FY24 Projects



**Werewolf Hunters, Jungle Queens, and Space Commandos:
The Lost Worlds of Women Comic Artists
Oct 13, 2023–Jan 21, 2024**



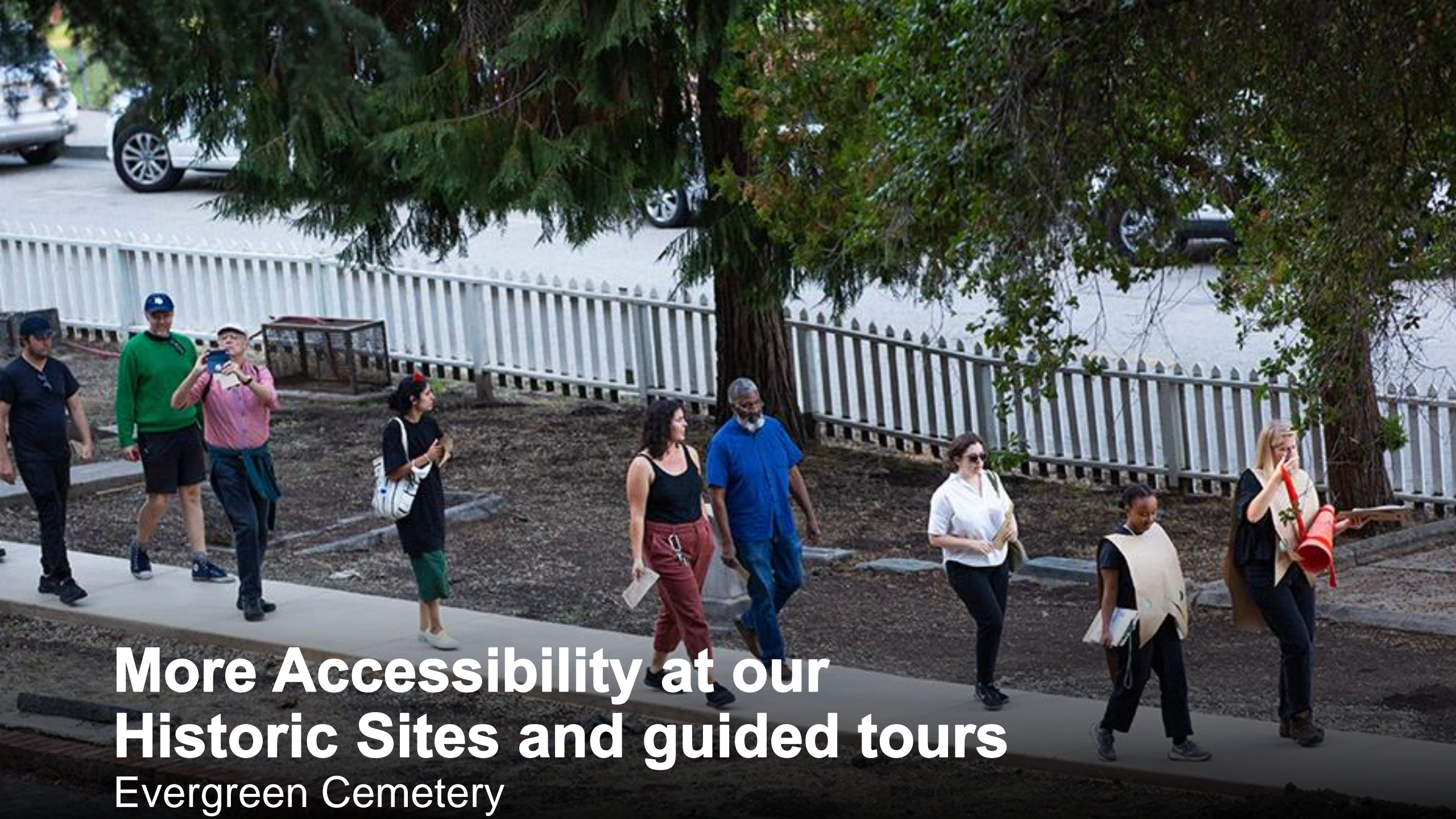
MAH

**Sowing Seeds:
Filipino American Stories from the Pajaro Valley
Apr 12–Aug 4, 2024**

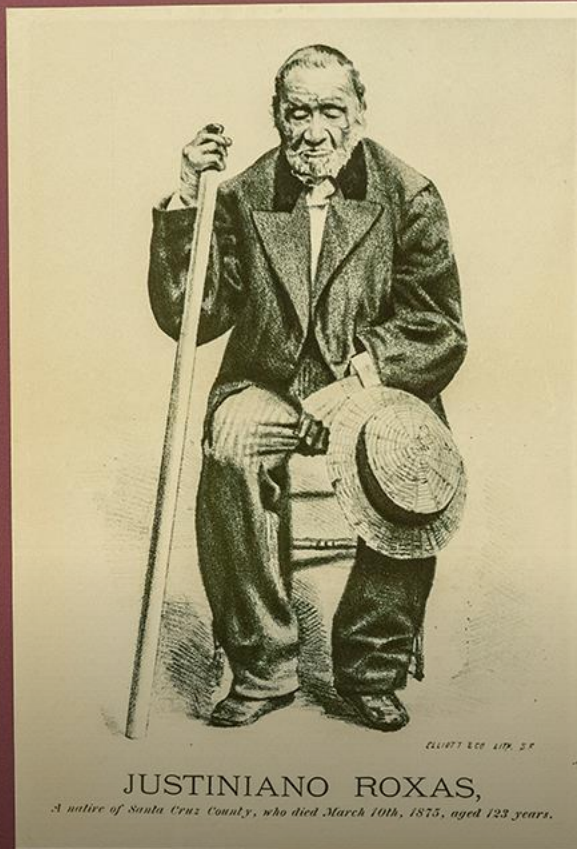
A photograph of two women in traditional Mexican attire, including white blouses and large, colorful, patterned skirts, performing a dance in a sun-dappled forest. They are wearing white face paint with black and red accents around their eyes and mouths. The woman in the foreground is in a dynamic pose, lifting her skirt. The background is a dense forest with tall trees and sunlight filtering through the leaves.

Día de los Muertos

October at Evergreen Cemetery and the MAH



**More Accessibility at our
Historic Sites and guided tours**
Evergreen Cemetery



Kincentricity: Indigenous Learning Gardens

A project with the Amah Mutsun Tribal Band

Jan 2023–Aug 2024

A photograph of two women standing in a cemetery. The woman on the left is wearing a light blue long-sleeved top with a white lace vest, a colorful patterned headwrap, and large hoop earrings. She is holding a small purple object in her right hand and looking at it with a focused expression. The woman on the right is wearing a teal and blue patterned top and has short curly hair. She is looking towards the left. The background shows tombstones and trees with autumn foliage.

Special Projects

Collaborator: Luna HighJohn-Bey

Project: London Nelson Legacy Initiative



Unearthed

A multi-year effort to digitize the MAH's archives
2024–2027



Blue Plaque Awards

24 Beach Street (formerly Owl Surf Shop, c.1962–1964)

A man with glasses and a dark shirt stands in a museum, looking at a mannequin wearing a dark sailor dress with white stripes. To the right, another mannequin dressed as Uncle Sam stands on a pedestal. The background is filled with various museum exhibits, including a large white geometric structure on the left. The entire image has a blue tint.

What's
Next?

What's Next?

As the MAH looks for new ways to strengthen its role in the community, we are pleased to report that we successfully completed year three of our 5-year strategic plan.

We continue to focus on our three overarching strategies to:

- **Increase engagement and retention**
- **Deepen relationships and collaboration**
- **Build resilience and capacity**

You can read the full plan on our website at: santacruzmah.org/about



Budget & Funding

Budget Snapshot

	MAH 2023-24	MAH 2024-2025
Income		
Contributed Revenue	966,632	1,025,736
Earned Revenue	781,890	637,964
Total Income	1,748,522	1,663,700
Expense		
Personnel & Services	1,051,352	1,086,393
Admin/Facility	301,370	197,986
Programs/Marketing	377,800	338,321
Fundraising	18,000	41,000
Total Expense	1,748,522	1,663,700

County Funding

	MAH 2023-24	MAH 2024-25
Income		
Santa Cruz County Contract	<u>154,594</u>	<u>154,594</u>
Total Income	154,594	154,594
 Expense		
Staff Salaries	105,594	105,594
Artist/Curatorial Fees	10,000	10,000
Exhibition Installation	10,000	10,000
Public Programs Materials	2,500	2,500
Maintenance: Evergreen Cemetery & Davenport Jail	6,500	6,500
Insurance & Utilities	<u>20,000</u>	<u>20,000</u>
Total Expense	154,594	154,594

Thank
You!



Thank You

We thank the Historic Resources Commission and Santa Cruz County Planning Department for its continued support.

We know that the continued investment of a broad community of supporters will be needed. To do so, we look forward to engaging old and new friends alike as the MAH continues to uplift the voices, traditions, and stories of Santa Cruz County.

We will keep you and all our stakeholders updated on our planning.



Find your space

For more information
about MAH, please visit
santacruzmah.org.



Santa Cruz
Museum of
Art & History
at the McPherson Center