



SANTA CRUZ MUSEUM OF ART & HISTORY

ANNUAL UPDATE FY27

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

“Art and history are the two things that define humanity for me. At MAH, I get to connect with all that.”--Geoffrey Dunn, historian

Who We Are

MAH
Museum of Art & History



How We Preserve History



Blue Plaques is MAH's longest running history program. This year we will name four new buildings, including Marianne's!



Image of Venetian Court from MAH Archives, circa 1920.



Herstory 2026 and the new HERstory exhibition in MAH's History Gallery



MAH Memorial
Day historic
veterans tour of
Evergreen
Cemetery

May 2025





In 2026, the MAH launched a unique artist residency program at Evergreen Cemetery, only the fourth of its kind in the US.

Here, local artist Amaya hosts “Ancestral Grounds: Altars for Evergreen,” a site-specific installation that centers ancestral veneration, land relationship, and cultural memory

Joshua Moreno, 2025/26
Davenport Jail
Artist-in-Residence



Kalie Granier, *The Pulse of the Sea Forest*
Installation planned for Davenport Jail
January-May 2027



Santa Cruz Guitar Company:

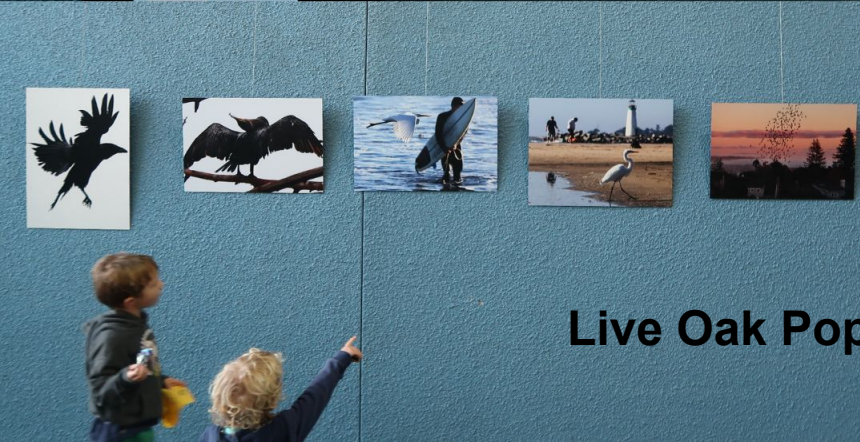
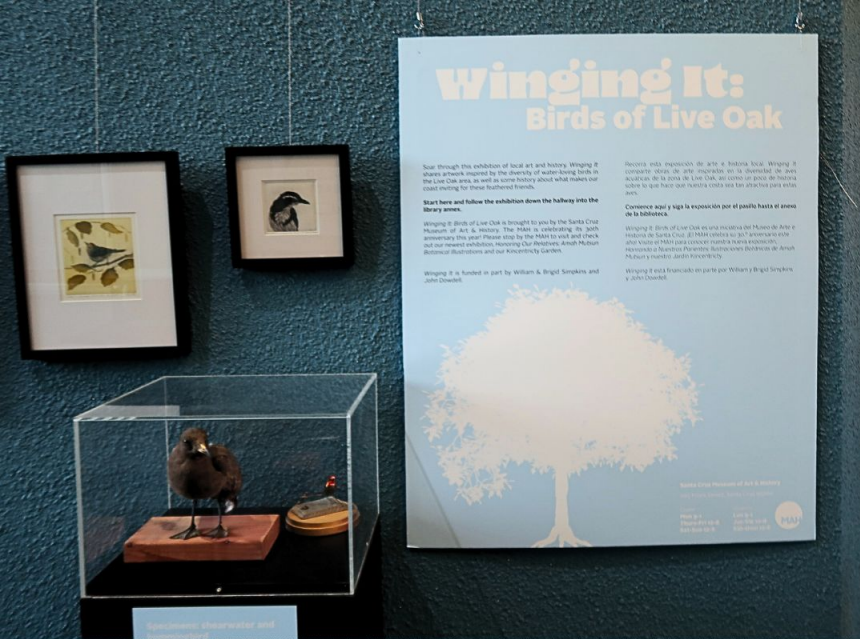
The First 50 Years

June 18-October 4, 2026

Founded in 1976 by Richard Hoover, the Santa Cruz Guitar Company brought boutique guitar making to the forefront of the steel string guitar business. In his unassuming Santa Cruz shop, Hoover and his team of dedicated guitar making craftspeople--luthiers--continue the powerful and melodic legacy committed to sustainability of materials. Each guitar is a love note to its eventual owner and this area, inspiring other musicians and luthiers.



**High Score: Vintage Arcade Games from the Santa Cruz Beach Boardwalk
October 26-January 24, 2027**





Rebecca Snyder, MAH Archives Assistant, is working to digitize 20,000 historic Santa Cruz photographs.

The MAH now hosts Open Archives each Thursday.



The MAH hosts daily field trips to the museum and Evergreen Cemetery throughout the school year. Starting fall of 2026, the MAH is fully underwriting transportation, lunch, and bilingual field trips for South County students!

MAH BUDGET SNAPSHOT

	MAH FY25	MAH FY26	MAH FY27 projections
Income			
Contributed Revenue	1,075,047	984,592	1,157,517
Earned Revenue	298,031	790,848	535,448
TOTAL INCOME	1,373,078	1,775,440	1,692,965
Expense			
Personnel & Services	770,628	913,852	910,825
Admin/Facility	347,456	351,213	278,064
Programs/Marketing	566,453	497,811	429,076
Fundraising	242,035	100,000	75,000
TOTAL EXPENSE	1,926,572	1,763,816	1,692,965

COUNTY FUNDING REQUEST

	MAH FY26	MAH FY27
Income		
Santa Cruz County Contract	154,594	175,000
Expense		
Staff Salaries	105,594	120,000
Artist/Curatorial Fees	10,000	10,000
Exhibition Installation	10,000	10,000
Public Program Materials	2,500	5,000
Maintenance: Evergreen & Davenport	6,500	10,000
Insurance & Utilities	20,000	20,000
	154,594	175,000



Thank You!