

# HISTORY MATTERS

Upcoming Exhibitions  
MORE THAN SELF:  
LIVING THE VIETNAM WAR

Cyclorama  
RESTORATION UPDATES

Physical Updates  
OLGUITA'S GARDEN

Visitor Experiences  
MIDTOWN ENGAGEMENT

Partnerships  
ATL COLLECTIVE

ATLANTA  
**HISTORY**  
CENTER



WINTER 2017

TABLE OF CONTENTS

**02-07**

Introduction

**08-15**

Exhibition Updates

**16-18**

Physical Updates

**19**

Midtown Engagement

**20-21**

Partnerships

**22-23**

Kids Creations

**24-27**

FY17 in Review

**28**

Accolades

**29-33**

History Makers

**34-35**

Operations & Leadership

# MESSAGE FROM THE CHAIR

Ernest Greer  
Chair, Board of Trustees

History is complex, hopeful, and full of fascinating stories of everyday individuals. The people who have created the story of Atlanta are both remarkable and historic. The Atlanta History Center, has done a great job of sharing the comprehensive stories of Atlanta, our region, and its people to the more than 270,000 individuals we serve annually.

The scope and impact of the Atlanta History Center has expanded significantly, and we have reached significant milestones. During the five-year tenure of Sheffield Hale, we have successfully raised more than \$50 million in capital funds and \$15 million in endowment for recent, and ongoing, expansive enhancements to our 33-acre History Center campus. Thanks to successful fundraising efforts, combined with prudent management decisions by staff, and the continued generosity of our members and supporters, I am pleased to report that we are in a strong fiscal position. (See page 34).

We are an Atlanta institution that has reinvigorated its commitment to greater public understanding of history and its vital relevance today. At the same time, we are focused on the support and encouragement of historical scholarship, and the education of young people.

Our various permanent and temporary exhibitions, as well as extensive offerings of monthly and annual programs for adults, children, teens, families, and teachers, are the tangible expressions of our mission. They are designed to stimulate and foster an understanding and appreciation of our rich cultural heritage, promote historical accuracy, and inspire a passion for learning.

The History Center today plays a critical role in the educational infrastructure of our region. Over the last fiscal year, we engaged more than 30,100 students with our school tours, served more than 27,000 students through classroom outreach, and saw more than 17,500 high school students participate in our annual Poetry Out Loud competition, held in partnership with the National Endowment for the Arts. Together that is almost 75,000 school children who we have reached in one year, and we look forward to growing that number in the coming years.

Most recently, we have focused on expanding the History Center's infrastructure and unifying our research and programs to align with our mission. Next, we want to concentrate on dissolving our walls and cultivating new partnerships and programs that will help us deliver our mission to a broader public.

The History Center staff and board are enthusiastically moving forward with its recent strategic plan (see pages 3-4). With an emphasis on inclusivity, community, service, and relevance, we are looking to expand our public engagement and outreach activities throughout Metro Atlanta, and beyond, while also fostering new collaborations and partnerships within Atlanta and Georgia's cultural sector.

We have forged new partnerships with local organizations including the UGA Extension, part of the University of Georgia, to found the Atlanta History Center 4-H Community Club, which directly served more than 520 youth over the last fiscal year. In partnership with ATL Collective, we welcomed more than 700 music and history fans to a concert designed to celebrate the Allman Brothers' *Eat a Peach* album, while giving a nod to the 1970 Atlanta International Pop Festival.

Through bold community collaboration, the Atlanta History Center is primed to take the important next steps toward sustainability and increased impact. We are excited about the future, but we also want to thank first and foremost our members, donors, staff, and board of trustees for their continued support and involvement. Together we look forward to the continued growth of your Atlanta History Center.



# MESSAGE FROM THE CEO

Sheffield Hale  
President & CEO

As I walk through the new spaces of our campus, I think back through 91 years of institutional history. We should all be proud and amazed at the achievements and ongoing changes that have taken place since a small group of 14 historically minded citizens gathered in 1926 to found the Atlanta Historical Society, which has since become Atlanta History Center.

As Atlanta's History Center of today, we understand we must find innovative ways to steward our historical assets of the past while engaging the new museum constituents of the future. We live in times requiring us to acknowledge that history—historic change—happens before our eyes. We believe we must collect, document, and tell stories as events happen, thus making clear the relevance of today's historic events to the history of the past. History is not only what happened years ago, but what happened yesterday and is changing today.

Our goal is to make history matter, as suggested by our newly named and redesigned member publication that you hold. History matters every day, and a better understanding of our shared past has the power to affect change.

We are redefining the way people think about, learn about, and interact with history—and the Atlanta History Center. We seek to enhance the lives of those who come to us, whether they are school children or scholars, by giving them fresh, profound, meaningful, and thoughtful frameworks for analyzing history, interpreting current events, and anticipating the future.

This past year, we welcomed 20,000 family members to annual family programs, including Sheep to Shawl, Juneteenth, Haunted Halloween, Dia de los Muertos, and Candlelight Nights. And our vibrant, ongoing author program series improves our ability to confront the challenges of today with dialog and debate that appeals to a broad, curious audience eager to better understand our lives, communities, and shared future. More than 7,000 people joined us for 51 author programs over the past year, featuring luminaries such as J.D. Vance, Jodi Piccolt, Ibram Kendi, and Anthony Doerr.

The Kenan Research Center staff fulfilled more than 30,000 research requests over the last year. And thanks to the generosity of a \$400,000 grant awarded by the Watson-Brown Foundation, the Kenan Research Center—the heart of the History Center's holdings—will expand its footprint by 63%, securing needed space to grow archival collections for the next 40 years or more.

By early 2018, we will open a dedicated space housing our new museum shop as well as welcoming Brash Coffee onto our campus as a guest amenity. And in November 2018, the new Cyclorama experience, featuring *The Battle of Atlanta* painting and the *Texas* locomotive, opens to the public. This state-of-the-art experience is being designed to utilize a multitude of exhibition and technology resources to interpret the painting, not only in the context of a single battle, but in a national context of a country divided by war and Atlanta's pivotal place in deciding the outcome. Placed in a fuller context, the painting will be used to tell not only the stories of the Atlanta Campaign, but the significance of the Civil War and Civil War memory in national history—then and now.

What we want to convey to our visitors is that we are an institution that seeks to engage our visitors in difficult, complex, and sometimes unresolved issues, provoking them to think differently about the past and gain new appreciation on why history matters. As Atlanta's History Center, we want to present history as exciting, dynamic, and consequential to our present.



# OUR MISSION

In January 2017, the board of trustees adopted a new strategic plan for the Atlanta History Center. Created through a series of board and staff meetings and feedback sessions, this strategic plan includes six initiatives that will guide our organization through 2020.

## Our Platform

Our authority is derived from our evidence-based interpretations and our professionally developed collections, archives, gardens, and programs.

## Our Audience

Anyone who lives in or visits Metro Atlanta.

## Our Vision

Connect people, culture, and history.

### INITIATIVE NO. 1 | INCLUSIVITY

*Become an inclusive institution, representative of the demographics of Metro Atlanta with a specific focus on touching more “under 50s”, non-whites, and those who live in zip codes throughout Metro Atlanta.*

#### GOALS

- + Increase the number of “under 50s”, non-whites, and those who live in zip codes beyond those in North Atlanta who visit our campus
- + By the end of FY18, establish methods to capture data and establish a baseline from which to grow.

### INITIATIVE NO. 2 | COMMUNITY

*Become a community resource and connector.*

#### GOALS

- + Expand the status quo by entering into multiple collaborations and partnerships that engage people with which we would not otherwise engage that transform the perception of Atlanta History Center to a community resource and connector.
- + Increase the number of collaborations and partnerships year over year.

### INITIATIVE NO. 3 | SERVICE

*Become Audience Obsessed.*

#### GOALS

- + By the end of FY18, establish best-in-class customer experience surveys of those who visit our campus and participate in our programs. Develop proactive methods to engage guests and members in the survey. Create process to review survey feedback and incorporate into action plan.

### INITIATIVE NO. 4 | RELEVANCE

*Become better known.*

#### GOALS

- + Show up where we are not expected and use history to inform, and get involved in, multiple big local, regional, and national issues so more people know who we are, where we are located, and what we stand for.
- + Operationalize repositioning by implementing content production, campus activation, a new website launch, and a multi-year campaign resulting in greater recognition of new Atlanta History Center brand.

### INITIATIVE NO. 5 | GROWTH

*Enhance Financial Strength.*

#### GOALS

- + Diversify income sources.
- + Seek creative and new grant sources.
- + Grow admissions revenue by 20% from FY16 results.
- + Grow membership revenue by 20% from FY16 results.
- + Return shop sales to pre-construction numbers and then grow by 10%.

### INITIATIVE NO. 6 | PERFORMANCE

*Become a high performance organization.*

#### GOALS

- + Develop a plan that identifies the IT resources needed to support all the strategic initiatives by end of FY18
- + Align staff performance objectives and incentives to strategic initiatives by beginning of FY18.
- + Recruit and develop staff and volunteers that reflect the demographics of Metro Atlanta.



Nearly 3.5 million American men and women served in Southeast Asia between 1964 and 1975. Each of them has a story to tell, and each story is unique.

MORE THAN SELF: LIVING THE VIETNAM WAR CONTINUES THROUGH MARCH 18, 2018.

**MORE  
THAN  
SELF**



Images courtesy Kenan Research Center at Atlanta History Center, gift of James H. Holcombe Jr.



Sharing those stories of Vietnam veterans, *More Than Self: Living the Vietnam War* highlights an exclusive selection from 650 oral histories preserved in Atlanta History Center's Veterans History Project.

Accompanying their personal accounts are dozens of compelling photographs, documents, and artifacts that illustrate the realities of war.

*In the U.S., images of protesters in Piedmont Park as well as a welcome-home sign propped against the front of a serviceman's residence illustrate divergent American attitudes toward the war.*

Artifacts include an AR-15 rifle, a Viet Cong hand grenade, and a Montagnard crossbow crafted by native Vietnam inhabitants. The three demonstrate the distinct differences in weapons and combat techniques used by enemies and allies.

A nurse's boonie hat deepens her account of how she protected severely wounded men while under attack in an evacuation hospital. Photographs of Red Cross "Donut Dollies" near the front lines and a box of C-rations provide a simple glimpse into the daily life of the men and women at war. A terrifying telegram notified a navigator's wife that her husband's B-52 was shot down, while the striped garment he wore when imprisoned in the Hanoi Hilton reminds visitors of the brutality suffered by those who fell into enemy hands.

In the U.S., images of protesters in Piedmont Park as well as a welcome-home sign propped against the front of a serviceman's residence illustrate divergent American attitudes toward the war. Also, first-hand accounts of verbal and physical assaults on returning veterans expose the treatment of those who made it back.

The Vietnam War was a painful, polarizing episode in U.S. history that dramatically influenced our current perspectives on patriotism, democracy, morality, and military and governmental authority. Whether volunteer or drafted, no one who served came home unchanged.

THIS EXHIBITION, CREATED BY ATLANTA HISTORY CENTER, IS GENEROUSLY FUNDED BY THE ATLANTA VIETNAM VETERANS BUSINESS ASSOCIATION AND REGIONS BANK, AND THE SOCIETY OF COLONIAL WARS.

DIGITIZATION AND CATALOGING OF THE ATLANTA HISTORY CENTER VETERANS HISTORY PROJECT IS MADE POSSIBLE BY GRANTS FROM THE SCOTT HUDGENS FAMILY FOUNDATION, THE ARTHUR M. BLANK FAMILY FOUNDATION, AND THE ATLANTA CHAPTER, NATIONAL SOCIETY DAUGHTERS OF THE AMERICAN REVOLUTION.

Over the last 25 years, the South has emerged as the nation's most vibrant area of Latinx growth, with Charlotte and Raleigh, North Carolina, and Atlanta topping the Nielsen list of metro areas with the fastest gains in Latinx population nationwide.

## iNUEVOLUTION!



*iNUEVolution! Latinos and the New South*, opening at Atlanta History Center on January 6, 2018, and continuing through December 31, 2018, explores the surprising ways that Latinx—gender-neutral alternative to Latino and Latina—are shaping the South and the South is shaping Latinx.

The exhibition examines this historic change by sharing powerful, personal stories behind the statistics.

*Encuentros*—a Spanish word with multilayered meanings, “encountering, discovering, confronting, coming together, growing”—is the organizing principle of *iNUEVolution!*

“Nuevolution” itself is a “Spanglish” mash-up of words: nuevo (“new” in Spanish) and evolution (“growth, development” in English). Together they suggest transformational change.

Through videos, interactive displays, and original artworks, the exhibition considers the complex issue of identity and historic tensions accompanying immigration. It looks at how music and culinary

norms are influenced by blending cultures, and how in-migration is breathing new life into declining Southern towns, not just burgeoning cities such as Atlanta.

Developed by Charlotte’s Levine Museum of the New South in collaboration with Atlanta History Center and Birmingham Civil Rights Institute, the exhibition aims to engage Latinx of many backgrounds together with non-Latinx—serving as a catalyst for personal reflection, cross-cultural interaction, and community engagement.

“I am thrilled to see *iNUEVolution!* make its way to Atlanta after successful runs in Charlotte and Birmingham,” said Kate Whitman, Atlanta History Center Vice President of Public Programs. “The exhibition was developed as an outcome of Latino New South, an innovative project where Atlanta History Center collaborated with the Levine Museum and Birmingham Civil Rights Institute to hold listening sessions aimed at deepening engagement, service, and partnerships with Latinx in our respective cities.”

Atlanta History Center has partnered with ArtsATL to select artists whose original creations will provide a window into Latinx expression and life in Atlanta today.

Said the organization’s executive director Susannah Darrow: “*ArtsATL* is honored to join the Atlanta History Center in celebrating the Latinx community in the South by recognizing Atlanta-based visual artists who offer diverse perspectives on what it means to be Latinx in the South and how this geography has defined their individual experiences.”

*The Texas* arrives at Atlanta History Center on May 4, 2017, greeted by excited staff and visitors.

## ALL ABOARD FOR HISTORY!



Fresh from a 15-month, \$550,000 restoration at the North Carolina Transportation Museum in Spencer, North Carolina, the Western & Atlantic Railroad locomotive *Texas* returned to Atlanta in early May, and was gently lifted by crane onto vintage tracks at its new home at Atlanta History Center.

another Western & Atlantic Railroad locomotive, the *General*. Unfortunately, when the *Texas* and its tender were repainted in 1936, nearly all previous paint layers were sandblasted away and replaced with a “red lead” (actually orange) primer. That meant the 2016 historic paint finishes analysis by David Black of Raleigh, North Carolina, revealed

*A specially designed glass-fronted gallery connecting the Atlanta History Museum to the new Whitaker Cyclorama Building has been constructed around the 1856 engine and its tender, which is believed to date to 1864.*

A specially designed glass-fronted gallery connecting the Atlanta History Museum to the new Lloyd and Mary Ann Whitaker Cyclorama Building has been constructed around the 1856 engine and its tender, which is believed to date to 1864. Now, work is underway to create an accompanying exhibition about the *Texas*, which has survived the twists and turns of history for more than a century and a half, and the essential role railroads played in building Atlanta.

The locomotive and tender that visitors will encounter look considerably different than they did when they were extracted by a large crane from the Cyclorama building in Grant Park in late 2015. There, in 1936, Atlanta historian Wilbur Kurtz repainted the *Texas*, with fire-engine red wheels and details, and added a new smokestack, pilot (“cowcatcher”), name plates, and other parts so the locomotive would better resemble what it was thought to have looked like in 1862. That is the year it famously participated in the Civil War’s Great Locomotive Chase, when it was used to chase down Union Army raiders who commandeered

little about the *Texas*’ Civil War-era paint scheme.

With this scant evidence in mind, Atlanta History Center decided that the most honest presentation of the historic locomotive was its 1886 appearance—the year of its last major modifications. The *Texas*’ new color scheme is dominated by black, but boasts other secondary hues of 1880s locomotives, including brass details, a Russia-iron (blue-tinted) boiler jacket, a red cab interior, and the Western & Atlantic Railroad (W&A RR) lettering on its side in yellow-gold—all choices that photographs, paint analysis, and other research indicated were true to the 1880s.

Other aspects of the restoration include a new pilot (“cowcatcher”), a new smokestack, an accurately painted wood cab with glass windows and appropriate brass fixtures, the replacement of rusted out sections of the tender, and a new number plate.

THE TEXAS EXHIBITION, GENEROUSLY SUPPORTED BY CSX, IS EXPECTED TO OPEN IN THE GARY W. ROLLINS GALLERY IN FALL 2018.

# HISTORY NEVER TASTED SO GOOD!

Next spring, Atlanta History Center celebrates National Barbecue Month with an exhibition to savor, *Barbecue Nation*, opening on May 5, 2018.

## Barbecue Nation

Continuing through June 3, 2019, the exhibition represents barbecue as the most truly American food. Although it is a universal and timeless cooking technique, the New World tradition of barbecue (and the word itself) originated with indigenous populations in the Caribbean. Barbecue was mentioned in the first encounters between natives and Europeans in the 1490s. By the time the United States was founded, barbecue was a well-established social custom. When George Washington laid the cornerstone for the U.S. Capitol in 1793, the momentous event was celebrated with—what else?—a grand barbecue.

“Barbecue touches on almost every part of our national history,” said *Barbecue Nation* guest curator Jim Auchmutey. “It involves the age of discovery, the colonial era, the Civil War, the settling of the West, the coming of immigrants, the Great Migration of blacks and whites from the South, the spread of automobiles, the expansion of suburbia, the rejiggering of gender roles. It is entwined with our politics and tangled up with our race relations.”

This slow-cooking story is told with a wide array of artifacts, images, and oral histories from restaurants, festivals, community gatherings, and archives and museums from across the country. The exhibition includes historic photos and advertisements from the ‘50s and ‘60s (including, yes, Armour’s Ribs in a Can). It also features cookbooks, postcards, matchbooks, menus, place settings, and irresistibly obscure gadgets, such as the Charcoal Exciter, a 1960s device for igniting briquettes.

Vintage grills demonstrate the evolution of backyard cooking from trench to brick pit to mobile cooker. Among them: the first Char-Broil Wheelbarrow Picnic Cooker (1948), one of the earliest Weber kettles (from the 1950s), and a model for the Big Green Egg (from the 1970s). Also on view is President Dwight D. Eisenhower’s GE Partio Cart, a high-end, dual-fuel cooker trimmed

THIS EXHIBITION IS BEING PRESENTED WITH GENEROUS SUPPORT FROM:

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*When George Washington laid the cornerstone for the U.S. Capitol in 1793, the momentous event was celebrated with—what else?—a grand barbecue.*



in turquoise that he fired up at his retirement home in Palm Springs, California.

On another presidential note, *Barbecue Nation* also tells the story of the 1909 banquet that Atlanta threw for President-elect William Howard Taft in which the main course was—wait for it—barbecued opossum.

“For much of American history, barbecue referred to a big public gathering, not a restaurant or a backyard hobby,” said Auchmutey, who is the author of an illustrated history of barbecue being published by UGA Press in conjunction with the Atlanta History Center exhibition. The exhibition covers the whole country, including items from North Carolina (chopping block and implements), Texas (sausage-making equipment), California (Santa Maria barbecue paraphernalia), Memphis (various objects from Elvis’s favorite barbecue spot), Chicago, and Kansas City.

Barbecue in the popular imagination also is examined, with excerpts from music, movies, and literature. From perhaps the most famous barbecue in Hollywood history, the one that began *Gone With the Wind*, the exhibition includes handwritten notes that Atlantan Wilbur G. Kurtz wrote for producers, illustrating how to stage an antebellum barbecue, complete with a diagram for building the pit.

One of the most devoted barbecue fans in Atlanta was the Reverend Dr. Martin Luther King, Jr. *Barbecue Nation* re-creates the back booth at his favorite rib joint, Aleck’s Barbecue Heaven, which owners turned into a shrine to King’s memory after his death.

It's not a stretch to say that restoring *The Battle of Atlanta* cyclorama painting is a monumental job. In fact stretching—or tensioning—the 359-foot-long, 42-foot-high painting was the first order of business after it was moved from Grant Park and hung inside its new home at the Atlanta History Center in February. For more than nine decades at the former site, the painting had dangled loosely, like a shower curtain, from a circular rail along the 1921 building's ceiling.



The move to the more spacious, custom-built, 23,000-square-foot Lloyd and Mary Ann Whitaker Cyclorama Building finally allows the painting to be fully extended and to return to its intended hyperbolic shape. The tension applied at the top and bottom has helped smooth out significant undulations that had developed in the painting's Belgian linen surface over time.

Currently, Weilhammer & Schoeller Art Conservation L.P., a German and American crew (overseen by Christian Marty of Swiss firm Ars Artis A.G.), is amid the next stage of the preservation process: varnish removal and cleaning. This intricately involved work—imagine laboring over every inch of a surface longer than a football field—continues early into the new year.

Then conservators can address areas requiring any kind of touch up or repair and, importantly, they will re-create sections removed at different

times since the painting emerged in 1886 from the Milwaukee studio of the American Panorama Company.

Seven feet of sky was trimmed incrementally from *The Battle of Atlanta* during five moves before settling into its longtime Grant Park home. Atlanta History Center will recreate the missing sky along the top of the painting's full circumference.

Two missing vertical sections also will be replaced: a 22-inch-wide strip depicting the road to Decatur that was trimmed along a seam when the painting proved to be slightly too big for its Grant Park home; and a 54-inch-wide section on the opposite seam. The latter might have been removed after the painting was damaged in a roof collapse when it was on display in the 1890s. Both of these returning sections will extend the full height of the painting.

These restorations are based on early drawings and photographs of *The Battle of Atlanta* that are part of Atlanta History Center's permanent collection. The 128 plaster figures that are the focal point of the painting's diorama, were created as part of a Works Progress Administration project in the mid-1930s, and also will be restored. *The Battle of Atlanta* is one of only 17 surviving cycloramas worldwide dating from 1880 to 1920, when this mix of art and entertainment first became popular. Of the 11 still exhibited, only two are currently on view in North America: *The Battle of Gettysburg* in Pennsylvania and *The Panorama of Jerusalem* in Quebec. *The Battle of Atlanta* is the only surviving cyclorama composed and painted entirely in the U.S.

The project was seeded by a lead gift of \$10 million from Atlantans Lloyd and Mary Ann Whitaker, which is designated as endowment funds

Over the course of two days, February 9-10, 2017, a team of experts extracted *The Battle of Atlanta* cyclorama painting from the Grant Park facility and relocated it to its new home at Atlanta History Center.

*“These shifting viewpoints are precisely what make *The Battle of Atlanta* such a distinctive and important artifact.”*

360°  
OF  
HISTORY!

to care for the painting over the 75-year license agreement with the city. Atlanta History Center has raised \$35.2 million in total for this project.

*The Battle of Atlanta* debuted in Minneapolis in 1886 as a tribute to Northern victory and was moved to Atlanta in 1892. In the nearly 125 years that it has been on display in this city, it has been the subject of periodic reinterpretation. At times, it was presented as a proud symbol of the capital of

the “New South” rising from the ashes of General William T. Sherman's destruction. It has also been viewed as an anachronism because of its interpretation associated with the philosophy of the “Lost Cause” and white supremacy.

“These shifting viewpoints are precisely what make *The Battle of Atlanta* such a distinctive and important artifact,” Atlanta History Center President and CEO Sheffield Hale said. “No other object can so vividly tell the story of how attitudes toward the Civil War have been shaped and reshaped over the past 150 years.”

The full cyclorama experience, enhanced by exhibitions focused on themes, including shifts in Civil War memory and how these paintings served as the virtual reality experiences of their day, is projected to open in late 2018.



# OLGUITA'S GARDEN

Atlanta History Center is developing the first major garden added to its 33-acre campus in three decades. Celebrating the life of Goizueta Gardens namesake Olga “Olguita” C. de Goizueta, Olguita’s Garden will comprise the entire rear garden façade of the Atlanta History Museum as a formally landscaped, year-round garden.

Local garden designer Alex Smith established a plan inspired by the great gardens of England. On the western side of the garden, limestone steps will lead down to formal double borders that will culminate in a focal point of limestone columns designed by Atlanta architect Neel Reid. The limestone columns, complete with their original capitals and bases, date to 1912 when Reid used them in an assemblage of columns forming the portico for the Hunter P. Cooper house on Peachtree Road. They were later collected by Renee M.F. Shackelford, who donated the columns to the History Center in her husband’s memory in 1991.

The columns will encircle a reflective water feature with a backdrop of fall-flowering camellias. The water feature will be planted with water lilies, lotus, and complementary aquatics.

“Water is a significant draw within a garden, and the reflective surface will mirror the sky, symbolizing the nature of the space as a reflective experience,” said Sarah Carter Roberts, Atlanta History Center Vice President of Goizueta Gardens and Living Collections.

The Mabel Dorn Reeder Amphitheater, an important component of the museum’s rear garden façade, will be ensconced within Olguita’s Garden, and enhanced with new steps down the center of the amphitheatre, symmetrical walls, and new planting beds on both sides.

The borders and beds throughout the garden will be planted with a rich tapestry of flowering and foliage plants for year-round color. Small flowering trees, ornamental shrubs and accentuating annuals, perennials, and bulbs, will keep the garden in an extended peak season of interest.

Deep shrub borders will adjoin the eastern and western ends of the garden, where shrubs and small trees will be selected with an emphasis on fragrance—a key feature of this garden’s planting scheme—throughout the year. The east side of the garden extends across the entire southern wall of the museum and along the well-traversed path to Smith Family Farm. Southern magnolias and other mature trees on the east and west ends of Olguita’s Garden will be retained, providing a glossy green backdrop and cohesion to the design of this botanic treasure.



GROUNDBREAKING  
EXPECTED NOVEMBER 2017

COMPLETION PROJECTED  
LATE SPRING 2018

FUNDING FOR OLGUITA’S  
GARDEN HAS BEEN  
GENEROUSLY PROVIDED BY  
THE GOIZUETA FOUNDATION.

The Atlanta History Center is honored to have received a combined total of \$8.5 million of support, including a recent gift of \$4 million from the Goizueta foundation. Of the recent \$4 million, \$3.66 million is allocated to a dedicated endowment for Goizueta Gardens to ensure the future care of the gardens. The remainder of this generous gift provides for a living collections management system, improvements to our interpretive and directional signage throughout the gardens, and a promotional campaign for Goizueta Gardens. We are deeply grateful to The Goizueta Foundation and we look forward to sharing more information on these projects in the Spring issue of *History Matters*.

# HISTORY IS BREWING!

BRASH COFFEE OPENS

# TAKE HOME A PIECE OF HISTORY!

MUSEUM SHOP & BOOKSTORE OPENS



Continuing the trend of brewing up good things, Atlanta History Center is pleased to announce that Brash Coffee, celebrated for bold, flavorful brews, will be opening up shop here in 2017.

The first coffee shop to operate at the History Center will share space with Souper Jenny in the museum cafe, and will be open extended hours: 7:00am-6:00pm weekdays and 8:00am-6:00pm weekends. Pairing this new guest amenity in the same space as Souper Jenny provides a seamless snacking, dining, or sipping experience for visitors.

For its first Buckhead location, Brash will share some of its minimalist modern design style from its flagship Westside Provisions location on Howell Mill Road. Light woods, steel, and concrete elements that establish a spare look at the store-in-a-converted-shipping-container will be emphasized inside its new History Center space.

Communal tables and benches of natural wood, similar to its outdoor seating at Brash’s Westside Provisions location, set an inviting stage for customers to spend time outside, where they will have the unique backdrop of the *Texas* locomotive exhibition and, beyond it, the new Lloyd and Mary Ann Whitaker Cyclorama Building.

Atlanta-owned Brash promotes itself as “Pursuers of Simple, Delicious Coffee.” Its beans are sourced directly from farmers and roasted locally. In addition to coffee drinks (including espresso, cortado, cappuccino, mocha) and tea, Brash will serve treats, such as pastries, croissants, bagels, and brownies. Brash also will continue wine and beer service on behalf of Atlanta History Center.

Come see what’s new in our museum shop and bookstore! *Hint: It’s not just the merchandise.*

With the addition of Brash Coffee to our dining and visitor experience, we are relocating and expanding our current museum shop into a dedicated retail experience for History Center members and visitors.

The Atlanta History Center museum shop and bookstore will shift locations by early 2018 to a dedicated 2,500-square-foot space in the Fentener van Vlissingen Family Wing, convenient to the Atlanta History Museum main entrance. Designed by Atlanta-based Corbin Design Group, the new retail space will welcome customers with a sleek industrial modern style, balanced with just the right touch of history accents.

The museum shop will feature a wide selection of books, a broader collection of region-specific gift items, unique selections of local artisan market items, and a growing line of Atlanta History Center signature merchandise.

With the goal of curating an independent bookstore experience for visitors, the shop will continue its evolution into one of the city’s distinct book stops, carrying a changing inventory of more than 500 titles.

In addition to the expected deep selection of Atlanta and Civil War tomes, Southern fiction and books on Southern studies, the Civil Rights Movement, and American history are featured. Also offered are children’s books, cookbooks and food-related titles, and books on gardening and architecture.

With the History Center featuring the permanent exhibition *Shaping Traditions: Folk Arts in a Changing South*, the shop has long been a rare outlet in Atlanta for the unique creations of North Georgia folk potters, including Steve Turpin, Wayne Hewell, and the Ferguson family. In conjunction with its move to the new space, it will expand the pottery section and enhance its selection of handmade Southern art and crafts, as well.

# ARCHIVAL CAPACITY EXPANSION

A \$400,000 grant recently awarded by the Watson-Brown Foundation will allow Atlanta History Center to dramatically expand the James G. Kenan Research Center's capacity to preserve archival holdings.

The gift provides for the renovation and repurposing of 2,225 square feet, expanding the archives storage into the lower floor of the main Atlanta History Museum building. This 63% increase in archival storage allows for an additional 40+ years of collecting onsite.

In direct alignment with the Atlanta History Center's strategic plan to expand our collections, the redesign of that tucked-away space will provide more than 9,000 linear feet of additional archival compact shelving, as well as enable professional standards for care and preservation of the collections.

Kenan Research Center currently holds more than 17,000 linear feet of personal papers and organizational records as well as City of Atlanta, Fulton County, and Atlanta Regional Commission records.

Without the capacity to physically expand its holdings and acquire new collections, the Kenan Research Center would be incapable of meeting the growing needs of the academic historians, journalists, genealogists, documentarians, preservationists, and others who depend upon it to provide access to the Atlanta History Center's holdings. The gift also is a win for patron convenience and the bottom line, allowing the History Center to avoid the more costly option of off-site storage.

"Our future collections development and the public service provided through our research arm is now assured by the Watson-Brown Foundation gift," Atlanta History Center President and CEO Sheffield Hale said.

Paul Crater, Atlanta History Center Vice President of Collections and Reference Services, noted one example of how the expansion will enhance archival preservation efforts: "This new space enables the Kenan Research Center to engage in collecting efforts, such as our current Atlanta BeltLine initiative that will feature acquisitions from project visionary Ryan Gravel and other people, organizations, and institutions vital in the conception, development, and implementation of the 22-mile pedestrian-friendly corridor."

THE COLLECTIONS EXPANSION IS PROJECTED TO BEGIN IN EARLY 2018



## ATLANTA HISTORY CENTER MIDTOWN

NEW PROGRAMMING AT ATLANTA HISTORY CENTER MIDTOWN, HOME TO MARGARET MITCHELL HOUSE, FOCUSES ON THE COMMUNITY, CULTURE, AND HISTORY OF THIS UNIQUE PART OF OUR CITY.

### Art, Food, History

Hidden Midtown is a new program that brings friends together for an exploration of this important part of Atlanta. The program features scavenger hunts through the surrounding area that guide guests through the many layers of

*For several nights in May, Margaret Mitchell House was transformed into the Darling House of J.M. Barrie's classic Peter Pan.*

the neighborhood's history, and an after-party with drinks, dancing, and more history. With a different theme for each program, we explore the changing landscape and culture of the Midtown area. Utilizing the History Center's extensive collections, the scavenger hunts feature historic photographs from our archives along with history, context, and stories from the neighborhood.

We kicked off the new series with three themes that define the culture of Midtown. Foodies of the Past took hunters on a culinary tour of historic and current restaurants and food culture along 10th Street, including American Lunch, Woody's Steakhouse, and Cha-Gio. "HeART of the City" featured the various contributions and iterations of art along Peachtree Street, including sneak peeks at Museum of Design Atlanta and SCAD Show. "Out and About" highlighted the people, institutions, shops, and hangouts that make Midtown a gathering place for LGBT Atlantans. Look for exciting new Hidden Midtown programs early in the new year.

*At Hidden Midtown: Out & About guests explored the community—learning about the people, institutions, and shops that made the area a gathering place for LGBT Atlantans.*

### Theater

For several nights in May, Margaret Mitchell House was transformed into the Darling House of J.M. Barrie's classic *Peter Pan*. As part of its Transgression series, the Atlanta arts nonprofit Deer Bear Wolf used several floors of the house

as a stage for a site-specific series of theatrical performances of *Second Star to the Right*. An "immersive literary experience," the production was the first in a series of three episodes inspired by Barrie's classic text and modernized for today. Set during a party hosted by the Darling parents, the play brought the audience into the action as the Darling children crashed the gathering and led guests on a narrative adventure throughout the house.

### Shopping

Coming up just in time for the holidays, Atlanta History Center Midtown is hosting a series of three evening Indie Craft Experience (ICE) pop-up artist markets. Guests can explore the artist market while enjoying holiday-themed cocktails and music. Each week offers new shopping opportunities with a unique lineup of artist vendors. In place of charging admission for the market, ICE plans a food drive for Atlanta Community Food Bank. Shoppers just need to bring two cans of food, or a monetary donation of any amount. ICE dates are November 30, December 7, and December 14, from 5:00pm to 9:00pm each night.

# 4-H GROWS LOCAL IMPACT

Museums and 4-H clubs are rare partners anywhere in the U.S. Yet, realizing that Fulton County lacked a 4-H club in the county's northern area, the Atlanta History Center seized the opportunity as part of the institution's strategic plan to strengthen itself as a community resource and connector of Atlantans.

In a unique partnership with UGA Extension, part of the University of Georgia, Atlanta History Center founded the Atlanta History Center 4-H Community Club in August 2015. Then, in October 2016, UGA Extension Service opened a Fulton County office in McElreath Hall.

"This is a partnership that not only benefits the public, but both partners," said Atlanta History Center President and CEO Sheffield Hale. "Being headquartered at the History Center places 4-H programming—from beekeeping to leadership development—squarely in the heart of Buckhead and Fulton County, it helps the Atlanta History Center further achieve our mission to connect people, history and culture."

The Atlanta History Center 4-H Community Club offers monthly meetings, community service projects (such as Chess for a Cause, in which high school-age chess players volunteer to teach the game to seniors), leadership training, and other opportunities.

Monthly club meetings are hosted for grades K through 12. Events and competitions are offered for 4th to 12th grade 4-Hers throughout the year. Having provided in-school programming at E. Rivers Elementary School during the 2016-2017 school year, the Atlanta History Center 4-H Community Club is planning to extend its in-school programming to three to five elementary schools across Fulton County during the current school year. A full schedule of Fulton County 4-H activities is available on [atlantahistorycenter.com](http://atlantahistorycenter.com).

Laurie Murrah-Hanson, Fulton County Extension Agent for 4-H and Youth, said the History Center's resources—from programming and staff expertise to the Goizueta Gardens—make the 91-year-old institution an exceptional match for 4-H program needs.

"It's an exciting setting," Murrah-Hanson said, "and offers opportunities for our 4-H club to grow in north Fulton communities."

Founded in 2003 by Dave Isay, StoryCorps has given more than 400,000 people—Americans of all backgrounds and beliefs, in towns and cities in all 50 states—the chance to record interviews about their lives.

In January 2013, StoryCorps at Atlanta History Center opened in the Franklin Miller Garrett Studio, making us the second museum in the country to host this national program. Since the studio opened, more than 4,000 interviews with 7,000 participants have been conducted.

These powerful human stories reflect the vast range of American experiences, wisdom, and values; engender empathy and connection; and remind us how much more we have in common than divides us. And as an organization who strives to connect people, history, and culture, the Atlanta History Center believes that personal storytelling is an ideal way to help achieve that.

Recording an interview in the Atlanta StoryCorps booth couldn't be easier: You invite a loved one, or anyone else you choose, to the StoryCorps studio. There you're met by a trained facilitator who explains the interview process, brings you into a quiet recording room and seats you across from your interview partner, each of you in front of a microphone. The facilitator hits "record," and you share a 40-minute conversation. At the end of the session, you walk away with a copy of the interview, and a digital file goes to the Library of Congress, where it will be preserved for generations to come. Since 2009, StoryCorps has partnered with WABE 90.1 FM to air local stories collected through the project.



The Bitter Southerner's Chuck Reece engages the audience during the ATL Collective event.

## THIS HISTORY WAS MUSIC TO OUR EARS!

On a Saturday evening in August, 700 music and history lovers came together to celebrate one of Georgia's musical greats—the Allman Brothers.

Atlanta History Center and ATL Collective partnered to present a celebration of music in its purest form, with a fun nod to some of Atlanta's heady music history. The evening included host Chuck Reece of *The Bitter Southerner*, a food truck, cash bars, and full access to exhibitions before fans settled in for the intimate experience of performers honoring one of the Allman Brothers' most popular albums, *Eat A Peach*.

This partnership presented the opportunity to reconnect fans to some of their favorite musical moments and memories from a great Southern band that is rooted in Georgia history. "A lot of us have grown up with it," guitarist and co-music director Rick Lollar said of the album. "It is in our bones." With 12 people on stage, including four vocalists and frequently changing drummers, the band brought considerable force to this ATL Collective project.

A highlight of the evening was the band's nod to another chapter of Georgia history—the 1970 Atlanta International Pop Festival. It was there the Allman Brothers' shared the stage with Richie Havens, B.B. King, and Jimi Hendrix.

Each month, ATL Collective picks a classic album and collectively covers the track list in sequence, often complimenting the performance with multi-media presentations about the album and the historical and cultural context of its release. They create musical events, assembling local and national musicians to pay tribute to watershed recordings. By re-creating and celebrating the greats of the past, ATL Collective discovers and fosters the greats of tomorrow.

Atlanta History Center was honored to be selected as the charitable beneficiary of the Spring 2017 Atlanta Homes & Lifestyles Southeastern Designer Showhouse & Gardens.

Opening in late April and running through early May, the Showhouse brings together interior designers from across the region and is considered one of the most well-known designer showhouses in the Southeast. With a nod to architectural history, the Georgia-classic style, James Means-designed home featured this spring was built in the early 1960s for Mr. and Mrs. Rawson Haverty. Programming at the Showhouse included a special presentation on the future of the Cyclorama by Atlanta History Center President and CEO Sheffield Hale. Proceeds from Showhouse ticket sales over the four-week run of more than \$30,000 were donated to Atlanta History Center, directly benefiting programs and operations. Atlanta History Center will be the beneficiary of the 2018 Southeastern Designer Showhouse as well.

## WHAT'S YOUR STORY?

TO BOOK YOUR STORYCORPS ATLANTA EXPERIENCE, CALL 1.800.850.4406 OR VISIT [STORYCORPS.ORG/ATLANTA](http://STORYCORPS.ORG/ATLANTA)





*Gatheround Family Portrait*  
Crayon on Paper (Anonymous)

*WWI Poppy Broach*  
Felt, Paper, and Found Objects (Sophie Underwood)

*WWI Gas Mask*  
Paper, Yarn, Bubble Wrap, and Found Objects (Sophie Underwood)



*Swan House Dream Home*  
Pencil on Paper (Anonymous)



*Stick Doll*  
Found Materials & Fabric (Amelia Pousner)



*Corn Husk Doll*  
Corn Husk and Yarn (Amelia Pousner)

*Untitled*  
Carved Tin Foil (Amelia Pousner)



## PINT-SIZED HISTORY

Museums are full of stories, and it is critical for our children to hear those stories. Museums are caretakers of history, storytellers, educators, entertainers, and communicators who can offer engaging connections to history that can easily be overlooked in traditional classrooms.

Stories told at the Atlanta History Center teach our children not only about history, but also empathy. We can provide a real glimpse of different times and places, helping children gain a broad understanding of the past. When parents and grandparents bring children to the museum, they spend family time together, sharing conversations about favorite objects, family stories, and historic events.

We strive to encourage children to interact with history through our variety of programs and the everyday experience families can enjoy together as they explore our 33-acre campus.

One way we like to connect with our pint-sized patrons is through arts and crafts in our exhibitions and historic houses, as well as through our summer camps, Homeschool Days, and toddler program series, Magic Mondays. These pages feature a few hand-made creations from our younger history buffs.



Party with the Past Programs

6

Party With the Past is a free program connecting young Atlantans to the historic locations around them (and the cold brews they crave). This program takes attendees to a different historic haunt every other month for a unique experience that is educational and entertaining.

Kids programs

14

Atlanta History Center offers a variety of kids programming to engage our youngest history buffs. From toddlers to teens, homeschoolers to historians—there's a little something for everyone.

Kids Program Attendance

2,671

Family Programs

11



Family programs at Atlanta History Center encourage visitors of all ages to explore history and culture in unique and exciting ways. Through our seasonal festivals and holiday celebrations, these programs provide the setting to make family memories and traditions for years to come.

Family Program Attendance

19,679

Party with the Past Programs Attendance

1,725



Author Programs

51

Our author programs series brings breakthrough, award-winning, and bestselling authors of fiction and nonfiction to Atlanta. Presented in intimate settings throughout the year, the programs provide the opportunity to hear from and meet some of the biggest names in literature today!

Author Programs Attendance

7,038

Students Served by Outreach

27,791

Going beyond the school tours service expected from museums, Atlanta History Center takes history to the classrooms of metro-Atlanta through our outreach programs. To further reach students, we host the state's Poetry Out Loud program—engaging children in the art of spoken word.

Individuals Served by Poetry Out Loud

17,741

New Members

1,568

Our members play a critical role in helping us to fulfill our mission. Atlanta History Center membership includes access to everything we have to offer—exhibitions, historic houses, gardens, and an assortment of special programming throughout the year.

Total Members

6,013

4-H Programs

15

Kenan Research Center preserves extensive primary source holdings for the study of Atlanta and the surrounding region. Our archival staff members assist researchers with their inquiries and help them to access our museum, archival, and oral history collections.

4-H stands for Head, Heart, Hands, and Health ... and now History! Located in McElreath Hall, the 4-H office provides assistance in agriculture and environmental science, family and consumer science, and youth development to everyone in the local area.



Atlanta History Center offers multi-disciplinary and interactive guided tours for students of all ages that are educational and fun. Students are given the opportunity to handle historic objects in addition to touring our award-winning exhibitions, historic houses and gardens.

Researchers Assisted by Archival Staff

29,746

Students on School Tours

30,289

Total 4H Attendees

525

LIVING COLLECTIONS

With thirty-three acres, Atlanta History Center is teeming with life. From sheep to bees and trees to veggies, our gardens not only look beautiful, but they also yield a significant amount of produce. As always, we keep an eye on sustainability and do our part to stay green!



Total Number reached by Atlanta History Center

270,196

Atlanta History Center was founded in 1926 on big ideas and relentless fascination. For over 90 years we've been hard at work, preserving and sharing the history of our great city. Through our collections, archives, gardens, and programs we strive to connect people, history, and culture.

Pounds of Wool Shorn

23

Pounds of Honey Produced

30

Grocery Sacks of Farm Harvest

250

Total Trees Surveyed

2,400

Total Eggs Laid

1,666



# AWARDS

## Awards for Atlanta History Center

2016 Member of the Year  
Atlanta Convention & Visitors Bureau

2017 Award for Oral History in an Exhibition  
Oral History Association

## Facilities

Outstanding Achievement Award  
Lloyd & Mary Ann Whitacker Cyclorama Wing  
American Concrete Institute | Georgia Chapter

Top Performer Awards  
Swan House, McElreath Hall & Parking Deck  
Atlanta Better Buildings Challenge

2017 MVP Award  
Entertainment Category  
Atlanta Better Buildings Challenge

## Private Events

Best of the South Award 2017  
Garden Venue  
*Southern Weddings Magazine*

Diamond Awards 2017  
Best Outdoor Ceremony & Best Ballroom  
*Modern Luxury*

Allie Award 2016  
Best Team Effort | Wedding

Best of Atlanta 2016  
Wedding Venue  
*Jezebel Magazine*

Best of 2016  
*Wedding-Spot.com*

2016 Editors' Picks  
*WeddingWire.com*

2016 Best Unique Venue  
*HereComestheGuide.com*

## Southeastern Museums Conference Awards

Technology Competition  
Silver Award for *Gatheround: Stories of Atlanta*  
Gallery Installation

Bronze for Atlanta History Center Website  
Digital Marketing

Exhibition Competition  
Gold for *Gatheround: Stories of Atlanta*  
Exhibitions Over \$1 Million

Publication Design Competition  
Silver for *Gatheround: Stories of Atlanta*  
Exhibition Family Guide  
Gallery Guides

Gold for Atlanta History Center Tourism  
Rack Card Suite  
Brochures & Rack Cards

Silver for *Garden Citings*  
Newsletter and Calendar of Events

Annual Awards  
Martha Tye  
Director of Marketing & Social Media  
Emerging Museum Professionals Award

## Texas Restoration

Special Restoration Award  
*Texas Locomotive Restoration*  
Historic Salisbury Foundation of North Carolina

2017 Significant Achievement Award  
*Texas Locomotive Restoration*  
HeritageRail Alliance

# HISTORY MAKERS

## Back on the Farm

SEPTEMBER 30, 2016

### Sheep

Elkin Goddard Alston  
Spring and Tom Asher  
Big Green Egg  
Georgia-Pacific, LLC  
Northside Hospital  
Stodie and Zach Young

### Goat

Atlanta Fine Homes Sotheby's  
International Realty  
Jackie and Jimmy Cushman  
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Jones Day  
Legendary Events  
Deborah G. Lindsay

### Farm Cat

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APRIL 22, 2017

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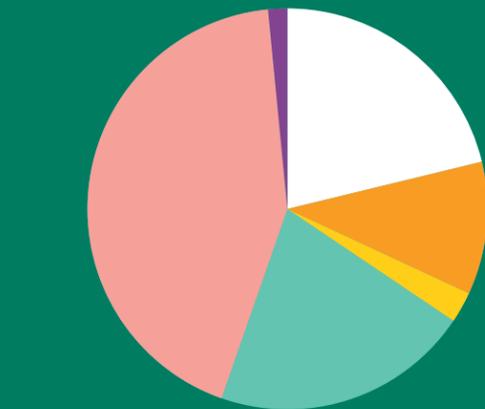
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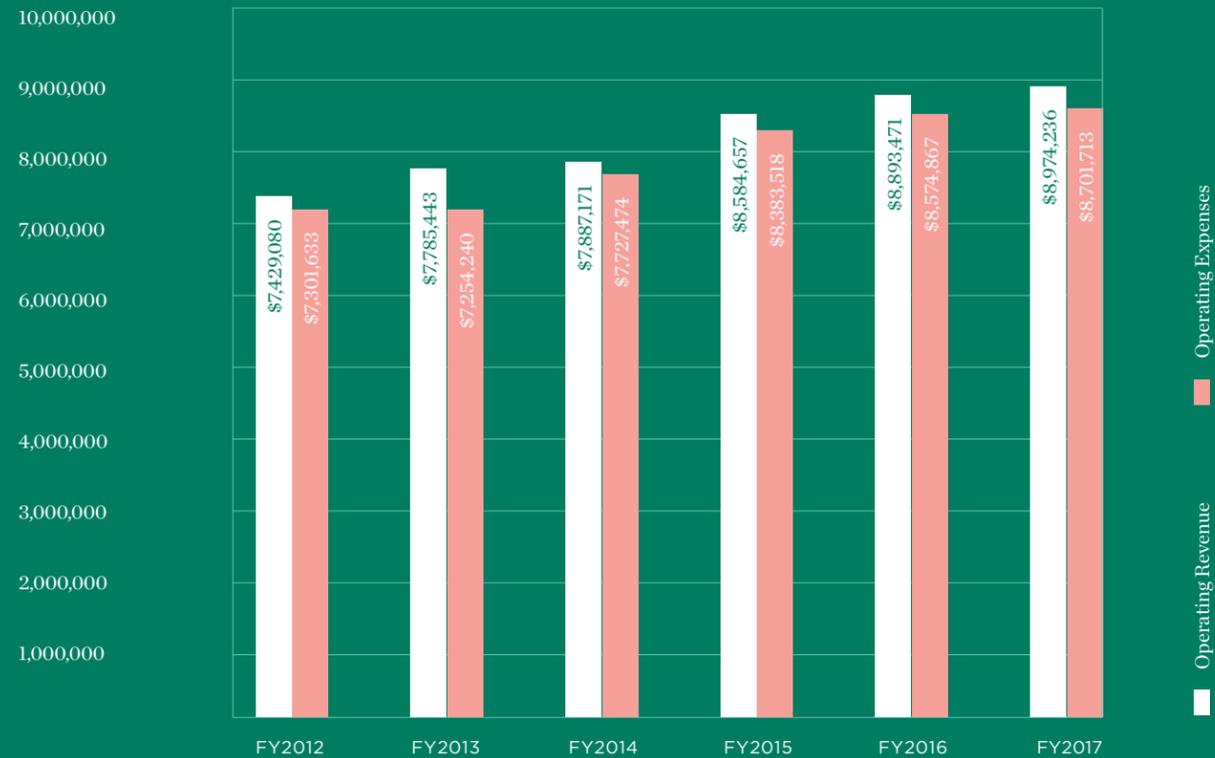
## FY2017 Operating Data with 5 Year Data

	FY2013		FY2014		FY2015		FY2016		FY2017	
Contributions	\$1,629,931	21%	\$1,521,515	19%	\$1,504,945	18%	\$1,559,514	18%	\$1,891,286	21%
Admissions	\$941,203	12%	\$968,167	12%	\$986,922	11%	\$987,531	11%	\$987,643	11%
Programs	\$107,523	1%	\$154,229	2%	\$201,208	2%	\$185,189	2%	\$209,873	2%
Net Sales (Rentals, Gifts, etc.)	\$1,216,412	16%	\$1,544,017	20%	\$1,253,826	15%	\$1,723,632	19%	\$1,893,537	21%
Endowment	\$3,597,971	46%	\$3,661,636	46%	\$3,687,437	43%	\$3,859,390	43%	\$3,855,959	43%
Special Projects/Exhibits	\$292,403	4%	\$37,608	0%	\$950,320	11%	\$578,215	7%	\$135,938	2%
Operating Revenue	\$7,785,443	100%	\$7,887,171	100%	\$8,584,657	100%	\$8,893,471	100%	\$8,974,236	100%



## Capital Fundraising

FINANCIAL YEAR 2013  
**\$3,078,332**  
 FINANCIAL YEAR 2014  
**\$13,269,355**  
 FINANCIAL YEAR 2015  
**\$6,341,295**  
 FINANCIAL YEAR 2016  
**\$19,094,654**  
 FINANCIAL YEAR 2017  
**\$355,415.00**



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