

# annual report



*Telluride*  
**Historical**

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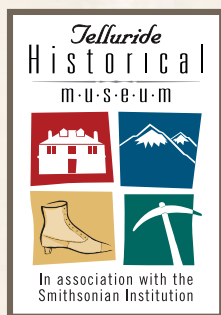
In association with the  
Smithsonian Institution

# welcome



*The mission* of the Telluride Historical Museum is to preserve the rich, colorful, and diverse history of the region and to bring history to life through exhibits, programs, and education.

*We envision* a museum that is an indispensable cultural asset which reaches beyond its walls to engage people by bringing history to life.



Smithsonian Affiliations

201 West Gregory Avenue • P.O. Box 1597 • Telluride, CO 81435  
970.728.3344 • [www.telluridemuseum.org](http://www.telluridemuseum.org)



# organizational accomplishments



**Smithsonian Affiliation award ceremony, July 2013.** (LEFT-RIGHT:) Aaron Glavas, Smithsonian National Outreach Manager, Erica Kinias, Stu Fraser, Cameo Hoyle, Nicholas Bosma, Anne Gerhard & Kathy Rohrer

In 2013, the museum progressed towards realizing its vision of becoming an indispensable cultural asset.

In 2013, the museum served 10,190 people, of which 6,693 members, area residents, and tourists visited the museum; 2,685 visitors participated in museum programs and events; and 812 students participated in school programming. This represented the seventh consecutive annual increase in visitation to the museum.

The Museum achieved a significant milestone by becoming an Affiliate Museum of the Smithsonian Institution. The Smithsonian Affiliations program allows museums to have greater access to the collections and educational resources of the Smithsonian's museums, libraries, and research

centers. The museum is one of only four Smithsonian Affiliate museums in Colorado, including History Colorado in Denver, the Littleton Museum, and the Denver Museum of Nature and Science.

Capitalizing on this new recognition, the museum was also awarded a "Places of Invention" grant from the Smithsonian Institution. Included in the Smithsonian project are funds to produce a short documentary and public programs exploring Telluride's innovative history and culture.

Erica Kinias, Executive Director

# visitors



Telluride School, fifth-grade class, 1928.

In 2013, 6,693 members, area-residents, and tourists visited the museum. The museum continued its efforts in 2013 to increase visitor numbers by distributing discount admission coupons through the Telluride Visitors Center and business in Telluride and Mountain Village. The museum's online community continued to grow reaching over 2,300 newsletter subscribers.

Memberships increased by 11% in 2013, with 68% of 2012 members renewing in 2013. To help promote the new Smithsonian affiliation, the Museum developed new marketing materials and distributed an annual report.

*"We visited the Museum on our last day in town,*  
and I wish we have visited it on the first.

I saw the town in a completely new way. There is so  
much history in Telluride and I was in awe of it all!

— Jennifer, Oklahoma



# programs & exhibits highlights



More than 2,685 people participated in 68 public programs, and more than 812 students participated in the museum's 23 school programs, for a total of more than 3,497 people. The Museum partnered with sixteen organizations to bring programs to Telluride, Mountain Village, Placerville, Norwood, Ouray, and Ridgway. In collaboration with the Telluride Elementary School,

the museum developed six new, curriculum-gearred education programs, such as "A Day in the Life of a Miner," and "Innovative Telluride," that connects classroom curriculum goals with Telluride's rich history. The museum's newest annual fundraiser, the *1st Annual Adult Spelling Bee*, along with *Feasting into History* and the *Fourth of July Celebration*, rounded out a positive growth in fundraising for the museum.

The museum published the second volume of *Telluride Tales: A Journal of the Telluride Historical Museum*, celebrating historic preservation in Telluride. The journal included interviews with architect George Greenbank and County Commissioner Elaine Fischer, both instrumental in Telluride's Historic Architectural Review Committee.

*Powerful Currents: Hydroelectricity in the San Juans*, the museum's annual exhibit, explored the groundbreaking history of Ames Hydroelectric Plant, which in 1891 became the world's first provider of long-distance alternating current power. *Powerful Currents* received a "honorable mention" award from History Colorado for the 2013 Josephine H. Miles Award.

A new exhibit was installed in the *Telluride Reborn* gallery recounting the remarkable story of local ski legend Marti Martin Kuntz. Additionally, the *Home & Leisure Room* explores Telluride's captivating history of the red-light district. The newly-designed gallery features textiles, portraits, and one of Telluride's most iconic nineteenth-century bordello portraits.

# leadership



Telluride Historical Museum board of directors accepting the Smithsonian Affiliation certificate, July 2013.  
(LEFT-RIGHT) Aaron Glavas, Smithsonian Affiliation National Outreach Manager, Deborah Freedman, Todd Brown, Vicki Eidsmo, Paula Malone, Glider Bob Saunders, Diana Conovitz, and Jim Tharp

Along with executive director Erica Kinias, a fifteen-member board of directors, which includes both resident and government representatives from the towns of Telluride and Mountain Village and from San Miguel County, provides guidance and oversight.

## EXECUTIVE COMMITTEE:

Deborah Freedman  
PRESIDENT

Paula Malone  
VICE-PRESIDENT

Danny Craft  
TREASURER

Shari Mitchell Seay  
SECRETARY

## GOVERNMENT REPRESENTATIVES:

Jonette Bronson, Mountain Village  
Bob Saunders, Town of Telluride  
Elaine Fischer, San Miguel County

## DIRECTORS:

Todd Brown  
Rudy Davison  
John Shields  
Vicki Eidsmo  
Jim Tharp  
Carol Hintermeister  
Greg Anesi  
Chris Jaquet

## EMERITUS:

Richard Betts  
John S. Pillsbury III  
Carol Kammer  
Sheila Wald  
Jack Harrison  
Dan Garner

# financial summary

The generous support of the Telluride Historical Museum's members help to further the Museum's important mission. Your support ensures the vitality of the Museum's preservation and educational work now and in the future. Thank you!

***The Telluride Historical Museum would also like to thank the following for their generous support in 2013:***

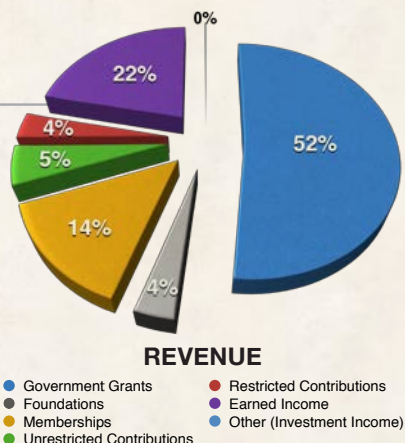
**Alpine Bank**  
**Anschutz**  
**Family Foundation**  
**Just for Kids**  
**Foundation**

**San Miguel County**  
**Telluride Foundation**  
**Telluride**  
**Rotary Club**

**Town of Mountain Village**  
**Town of Telluride**  
**U.S. Bank**  
**Wells Fargo Bank**

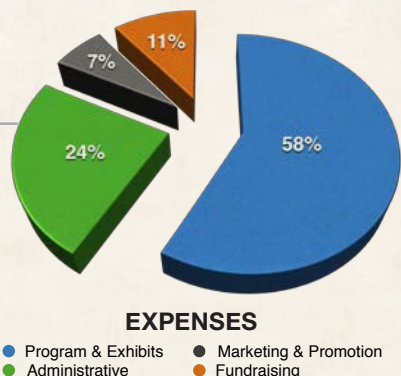
**TOTAL REVENUE: \$353,443**

<b>Government Grants:</b>	\$182,672	51.7%
<b>Foundations:</b>	\$12,500	3.5%
<b>Memberships:</b>	\$50,294	14.2%
<b>Unrestricted Contrib.:</b>	\$18,950	5.4%
<b>Restricted Contributions:</b>	\$12,500	3.5%
<b>Earned Income:</b>	\$76,097	21.5%
<b>Other: (Investment Income)</b>	\$430	0.1%



**TOTAL EXPENSES: \$353,318**

<b>Program &amp; Exhibits:</b>	\$205,752	58%
<b>Administrative:</b>	\$85,992	24%
<b>Marketing &amp; Promotion:</b>	\$23,780	7%
<b>Fundraising:</b>	\$38,301	11%





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