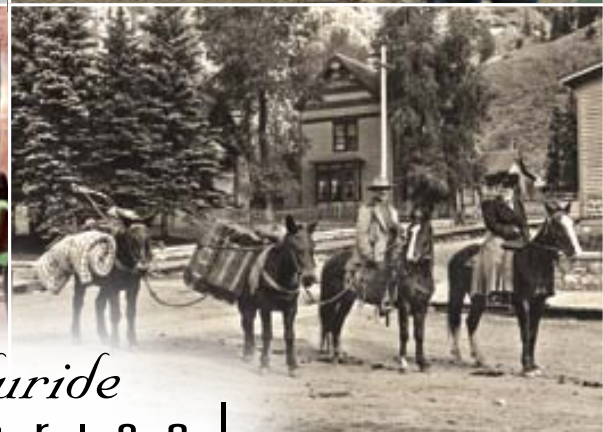


annual report



Telluride Historical m·u·s·e·u·m



Discover our colorful past

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.

Telluride
Historical
m·u·s·e·u·m



Discover our colorful past

201 West Gregory Avenue · P.O. Box 1597 · Telluride, CO 81435
970.728.3344 · www.telluridemuseum.org

director's letter



Fiscal year 2012 was pivotal for the Telluride Historical Museum. The Museum saw record visitation for the sixth year in a row—6,600 visitors—driven in part by our annual exhibit *Sight & Sound: 125 Years of Art and Music in Telluride*, along with the second year of the *Hard Rock, Rough Lives* outdoor interactive exhibits, and our accessible, fascinating collection of local and regional artifacts that share our colorful history. In addition, more than 5,800 people participated in museum events and school programming. Underpinning all of these activities was our continued commitment to bringing the region's rich history to life in ways that go beyond the walls of the museum—manifested in our engaging programs, innovative exhibitions, and a commitment to the high-quality preservation and interpretation of our collections.

It's been an exciting year at the museum, with so many changes and a continuing commitment to preserve and share our history, all designed to improve your experience at the museum, and to create fascinating exchanges between our visitors and the artifacts that represent Telluride's colorful history.

The Museum's success in 2012 could not have been possible without the continued support of our generous board of trustees, donors, members, volunteers, partners, and visitors. Thank you.

Erica Kinias

Erica Kinias, Executive Director

organizational accomplishments



Museum-led field trip to Disappointment Valley, June 2012

In 2012, the museum advanced towards its vision of becoming an indispensable cultural asset to the region by pushing the boundaries of the typical small-town museum, gaining recognition for innovation and quality of its exhibits and programs.

In 2012, the museum served over 12,460 people. More than 6,600 members, area residents, and tourists visited the museum, making 2012 the sixth consecutive year with an annual increase in visitation. More than 4,760 visitors participated in museum programs, and

more than 1,100 students participated in school programming. The museum created partnerships with sixteen different organizations to bring ninety-seven programs to five communities, including Mountain Village, Norwood, Ouray and Ridgway.

*“An interesting museum
that encapsulates
the Telluride experience”*

— Ryan, North Carolina

programs & education highlights



Field trip to Tomboy Mine with Telluride Middle School's eighth-grade class, October 2012

Guided by the museum's 2011–13 Strategic Plan, the museum advanced towards its goal of engaging more often and more creatively with constituent communities by bringing the region's rich history to life in ways that go beyond the walls of the museum.

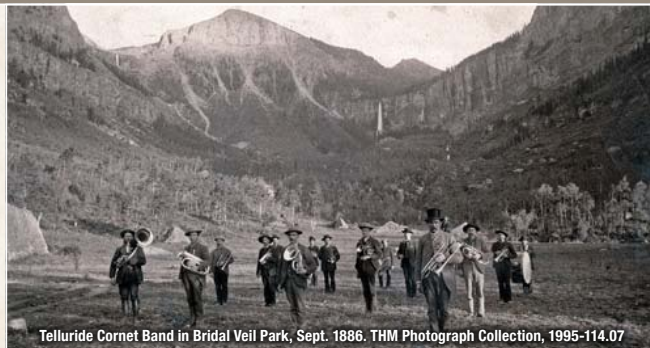
The museum held school programs in Telluride, Norwood, Ridgway and Ouray. The museum continued Fireside Chats, which were presented in Telluride, Mountain Village and Norwood. Historic walking tours, which took place every week throughout the summer months, connected visitors and residents alike with Telluride's rich and colorful history. Eight off-site exhibits were also maintained and updated.

In 2012, more than 4,760 people participated in 74 museum programs, and more than 1,100 students participated in the museum's 23 school programs, for a total of over 5,860 people served through museum programs. The museum created partnerships with sixteen different

organizations to bring a total of 97 programs to five different communities, including Mountain Village, Norwood, Ouray and Ridgway.

The museum also participated in Telluride High School's 2012 annual Service Day, hosting seventeen students at the museum for a student-organized living-history program. In October, the museum led field trips for Telluride's eighth-grade classes to the Tomboy Mining site. The museum also hosted school programs for fourth grade classes in Ridgway and Ouray. In addition, the museum's mobile Pioneer Trunk, designed for Telluride Elementary School's second-grade curriculum, was used in Dolores Schools during their District Pioneer Days event.

exhibits & collections highlights



Telluride Cornet Band in Bridal Veil Park, Sept. 1886. THM Photograph Collection, 1995-114.07

2012's annual exhibit *Sight & Sound: 125 Years of Art and Music in Telluride* explored the rich history of arts and music in the town from the nineteenth-century through today.

The exhibit also recognized the State of Colorado's designation of Telluride as a Prospective Creative District by highlighting the region's contemporary local artists, musicians, and poets each month with a special installation or performance of their work. The museum also maintained and updated off-site exhibits throughout Mountain Village in 2012, including at the Visitors Center, the Peaks Resort and Spa, and the Market at Mountain Village.

In 2012, the museum utilized the new amphitheater and *Hard Rock, Rough Lives* outdoor exhibit for the benefit of the community. The museum conducted school programming in the amphitheater; hosted the Telluride Academy;

welcomed the Ute History Museum for hands-on programs exploring Ute history and culture; hosted the Pinhead Institute's History of Stargazing program; and held two of the museum's signature Fireside Chats programs.

The museum published its inaugural edition of *Telluride Tales: A Journal of the Telluride Historical Museum*. The journal will be published each year, exploring topics on the history, prehistory, and natural history of Telluride and the surrounding region. The first edition captured life in Telluride during the 1970s including oral histories from notable residents Billy Mahoney, Gary Bennet, Rudy Davison, and Peter Spencer.

visitors



In 2012, more than 6,600 members, area-residents, and tourists visited the museum—engaging in new and rotating exhibits, including the new outdoor Hard Rock, Rough Lives interactive exhibit. The museum continued its concerted efforts in 2012 to increase visitor numbers by distributing discount admission coupons through the Telluride Visitor’s Center and businesses in Telluride and Mountain Village. The museum’s online community continued to grow reaching nearly 2,000 newsletter subscribers.

“A gem, a wealth of history packed into a small facility”

— Anonymous, Boulder, CO

leadership



Incoming Executive Director Erica Kinias led the museum in 2012. A fourteen-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

Diana Conovitz
SECRETARY

DIRECTORS:

Todd Brown
Shari Mitchell Seay

Rudy Davison
John Shields

Vicki Eidsmo
Jim Tharp

Carol Hintermeister

GOVERNMENT REPRESENTATIVES:

Jonette Bronson, Mountain Village

Elaine Fischer, San Miguel County

Bob Saunders, Town of Telluride

EMERITUS:

Richard Betts
John S. Pillsbury III

Carol Kammer

Sheila Wald

Jack Harrison .

Dan Garner

financial summary

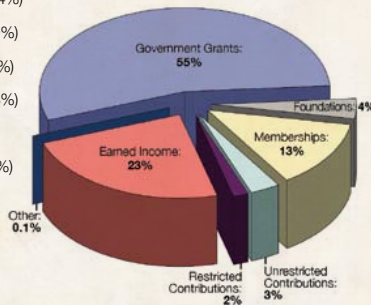
In 2012, the board of directors approved the capitalization of exhibit expenses related to leasehold improvements and to permanent exhibit installation in 2011. Due to a strategic cut in program and administrative expense, the museum realized an actual gain before depreciation & capitalization of \$1,379.

Combined Statement of Activities for the fiscal year ending Dec. 31, 2012

SUPPORT & REVENUE

Government Grants:	\$183,354 (54%)
Foundations:	\$12,500 (3.9%)
Memberships:	\$44,505 (12%)
Unrestricted Contributions:	\$10,635 (3.3%)
Restricted Contributions:	\$6,428 (2%)
Earned Income:	\$78,763 (25%)
Other:	\$340 (0.1%)
Total Cost of Goods Sold:	(\$15,803)

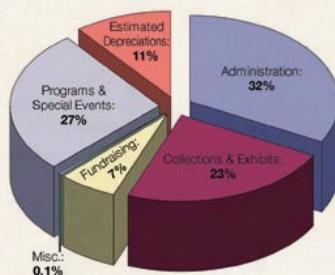
Total Support & Revenue: \$320,722



EXPENSES

Administration:	\$113,741 (32%)
Collections & Exhibits:	\$79,058 (22%)
Fundraising:	\$22,706 (6%)
Miscellaneous:	\$418 (0.1%)
Programs & Special Events:	\$93,276 (26%)
Estimated Depreciations:	\$36,477 (10%)

Total Expenses: \$355,819



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