



THE BUFFALO  
HISTORY MUSEUM

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**2022 ANNUAL REPORT**

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**EXPERIENCING  
HISTORY  
WITH YOU**



Dear Friends,

At the top and bottom of every hour, the chime of our memorable Apostolic Clock announces that it's time for another march. Watching groups gather near the front of our Museum to experience this act of Miles Hughes' mechanical prowess never dulls. I've come to recognize it as an apt metaphor for the Museum:

*We connect through experiences.*

*We break and bend, requiring fixes and adjustments.*

*We mark time.*

*We require support to keep ticking.*



Fred, our volunteer that maintains the clock and Kristin, our collections manager who winds it, appreciate its nuance. What happened in the past is also not simple and straightforward. Engaging with history means thinking critically about the world and our place in it. By developing and using our collection, we foster an atmosphere of story sharing, conversation, and engagement that is built on input from our WHOLE community. We aim to create content and connect with people of diverse backgrounds, sharing different perspectives on history and how it connects with contemporary issues.

These vibrant pages highlight our service, which would not be possible without our nimble staff, board members, volunteers, supporters and community partners. I hope you'll take time to read through and reflect on all you've done to help in the past year. From participating in experiences co-created with community partners, to exploring the past through objects like the Apostolic Clock, and sharing the story of your own experience through our contemporary collecting initiatives – you help us build understanding of historical interpretation and the value of inclusive history.

All my best,

  
Executive Director



# OUR MISSION

Since 1862, The Buffalo History Museum documents, preserves, and shares the stories of the past. Our region is rich in history, and we pride ourselves on preserving our stories for generations to come.

Our goal is to foster an atmosphere of story sharing, conversation, and engagement that is built on input from our whole community. Community engagement is at the heart of the Museum's mission to experience history with our neighbors from across the region. We aim to create content and connect with people of diverse backgrounds, sharing different perspectives on history and how it connects with contemporary issues.



# 2020 MASTER PLAN



## FOUR MAJOR THEMES

The Museum's 2020 Master Plan established a bold new vision for our future by refocusing how we engage with communities to share their histories – from their perspectives. We focused our 2022 achievements through the Master Plan's four major themes. They are:



### PLACEMAKING

Sharing local history to build and foster community, and create a stronger sense of place.



### ACCESS

Utilizing collections in dynamic and sustainable ways to inspire emotion and connection



### COMMUNITY ENGAGEMENT

Cultivating and promoting the value of history, while reflecting the region's diverse cultures and perspectives.



### SUSTAINABILITY

Implementing strategic actions that ensure community engagement and access to Museum experiences for future generations.



# PLACEMAKING

## OUR IMPACT

The Buffalo History Museum emerged from the COVID-19 pandemic with a renewed determination to share the stories of Buffalo and Western New York. In 2022, the Museum debuted six new exhibits with a diverse coalition of community partners. The Museum also launched its "Happy Hour History" program and lecture series that introduced our audience to a broad variety of speakers on a weekly basis. And we co-hosted the American Association for State and Local History conference, which put our Museum on the map of museum professionals from across the country.







In 2022, The Buffalo History Museum developed new and innovative ways to connect Western New York to our extraordinary collection. Museum staff digitized hundreds of artifacts into PastPerfect, our online database. We also debuted a new YouTube series, "History Untold," and built on the success of The Buffalo History Museum Podcast with several new episodes that attracted an audience of thousands. We continued to sustain our "Pay What You Wish" admission model, which makes our experience affordable for all, and activated our Penfold Portico for the first time as a new exhibit space.







# COMMUNITY ENGAGEMENT

## OUR IMPACT

The tragedy of May 14, 2022 brought us together with the Buffalo community, including victims' family members, to preserve and safeguard mementos that had been left at the site of the massacre. We helped assemble a broad coalition of community partners who embarked on creating a historical record so future generations can better understand what happened.

We also shared history from a variety of perspectives in our new exhibits, including Stitch Buffalo's "Creative Journeys: Celebrating the Art of Refugee Women in Western New York," and "Hodinöhsö:ni' Resurgence: Marie Watt, Calling Back, Calling Forward." And we broadened our programming to include more diversity than ever before, as over one-fourth of all programs featured a BIPOC speaker.







# SUSTAINABILITY

## OUR IMPACT

The Museum made new strides in raising its visibility through increased marketing and public relations. This effort paid off through a 30 percent increase in website visitation, thousands of new social media followers, and more than three dozen stories about the museum throughout the year in the local media. Our new catering partner named in 2022, Tappo at the Museum, will also help us activate our Museum like never before throughout the years ahead.





# BY THE NUMBERS

Total Exhibits	6
Total Programs hosted	45
Total Program attendees	3,400
Tours Hosted	75
Total Artifacts catalogued	1,200
Total Artifacts Digitized	10,000
Total Donors	569
Total Membership	1,032
Total Website Visitors	70,000
Total Social Media Following	30,600
Total Podcast Downloads	15,084
Total Earned Media Hits	40





# TESTIMONIALS

“Our partnership was born out of necessity. It was born out of the tragedy of 5/14, and so it’s very personal to me. It’s not like I walked in the door and was smitten by the displays or the things in the museum. It was very different for myself and my family. It really involved a person-to-person connection, with persons from the museum, who were compassionate, who were empathetic, who led us down a path that neither of us wanted to travel or have ever traveled. It’s been a process of discovery, and growing.”

**- Garnell Whitfield,  
Son of May 14,  
2022 shooting vic-  
tim Ruth Whitfield**



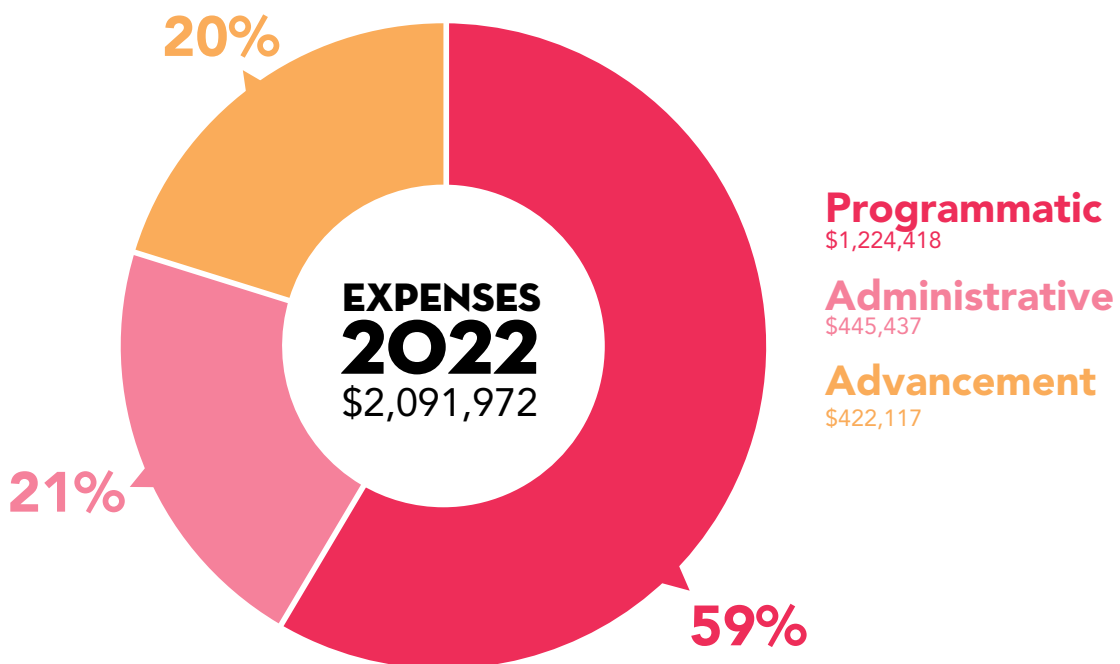
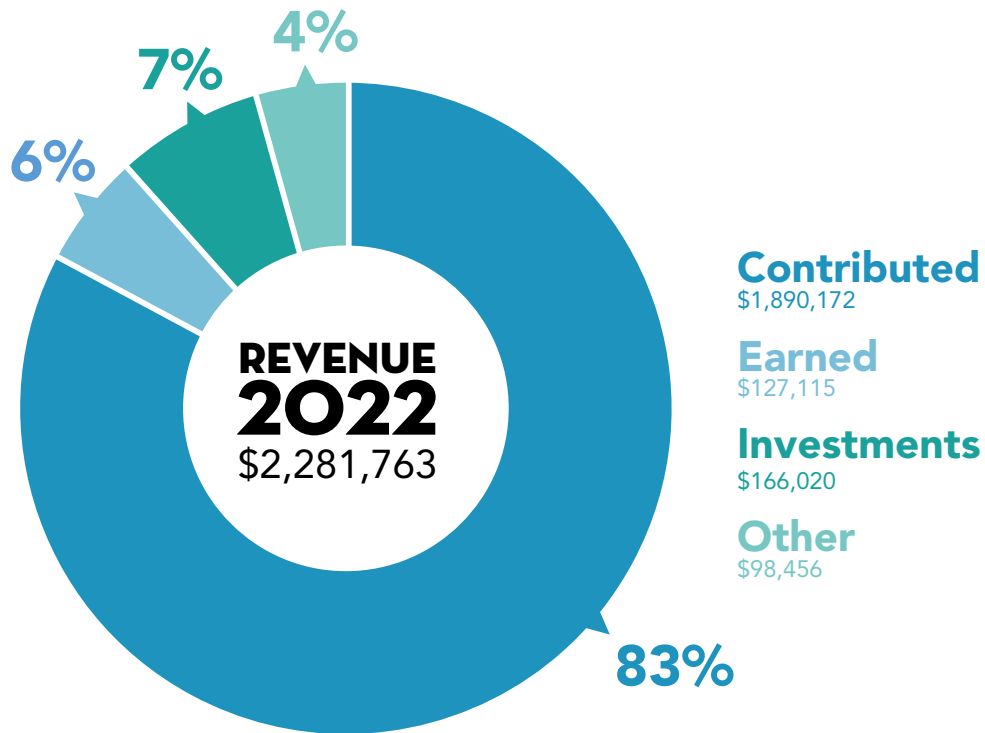
“We collaborated with the museum to have our first ever exhibit called Creative Journeys, which focused on the work that the refugee and immigrant women make here at Stitch Buffalo ... (Our collaboration) was one of support and openness and integration ... of the refugee and immigrant women that participate in Stitch Buffalo and the comfort that they feel that the Buffalo History Museum is part of their community. We are all very thankful for that integration of all of our people.”

**- Dawne Hoeg, Executive Director, Stitch Buffalo**





# FINANCIALS







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Hispanic Heritage Council of Western New York  
Michigan Street Heritage Corridor  
Seneca Iroquois National Museum  
Stitch Buffalo  
Uncrowned Queens Institute

## CONTACT US

### ONLINE

[BUFFALOHISTORY.ORG](http://BUFFALOHISTORY.ORG)

### CALL

(716) 873.9644

### EMAIL

[RECEPTION@BUFFALOHISTORY.ORG](mailto:RECEPTION@BUFFALOHISTORY.ORG)

### IN PERSON

ONE MUSEUM COURT  
BUFFALO, NY 14216

### SOCIAL MEDIA

[#BUFFALOHISTORY](https://www.instagram.com/buffalohistory)

