

# FY 2012-2013



## CHEROKEE STRIP REGIONAL HERITAGE CENTER

## ANNUAL REPORT (July 1, 2012 - June 30, 2013)

### *Operations*

- Annual Visitation (July – June) – 12,916
- Full-time staff – 6
- Part-time staff - 7
- Volunteers – 58– most work one four hour shift per week
- Two interns - a website intern and a summer intern
- Membership Program – 162 members as of June 30, 2013
- Facility rentals - 14



### *Awards*

- Oklahoma Tourism Red Bud Award – 2013 Merit Award Best Brochure

### *Exhibits*

- 2012 theme for gallery changing cases – Music
- 2013 theme for gallery changing cases – Weather
- New permanent exhibit on surveying added
- Sept. 1, 2012-Jan. 6, 2013 – *Farm Life*, NEH temporary exhibit
- March 1-March 31, 2013 – *Trappings of the Cherokee Strip, Show of Fine Western Art and Custom Cowboy Gear*, curated internally
- April 5-May 5, 2013 Red Dirt BBQ Student Art Winner's Show
- June 15-Aug. 11, 2013 *Step Right Up, Behind the Scenes of the Circus Big Top, 1890 – 1965* temporary exhibit through Exhibits USA



## Education /Programs

- Brown Bag lectures held second Wednesday of each month
- Started Family Activity Saturdays once each month
- 2012-2013 Turkey Creek School year - 906 students attended.

The program made a profit of \$2,672.88

- Feb. 1 – Hosted NW Oklahoma Mini Conference – 23 attended
- April 21 – Ladies Victorian Tea – 19 attended
- April 29 – Hosted Enid School Foundation – 650 attended
- June - Hosted Summer Chatauqua – 1,407 attended
- Aug. – History Explorers Day Camp – 9 attended
- Sept. 14 – Education Day – 640 attended
- Sept. 14 – Lantern Tours – 93 attended
- Sept. 15 – Frontier Festival living history event – 112 attended
- Nov. 17 – Family Farm Day – 99 attended
- Dec. – Humphrey Abstract Christmas in the Village – 592 attended

## Fundraisers

- 2nd Annual April Fools Shoot fundraiser raised \$7,560.71
- 3rd Annual Gala raised \$18,429
- Year-end Campaign raised \$8,155

## Marketing

- CSRHC website kept current on weekly basis
- Facebook and Twitter accounts kept current daily
- Press releases and e-mail blasts sent out timely according to schedule
- Newspaper ads purchased in Enid News & Eagle and various regional newspapers as needed
- 2013 sponsor of Oklahoma Memories segment airs on KGWA  
Thursdays 8:26 a.m. and KOFM on Saturdays at 8:38 a.m.
- Combo ticket for the Heritage Center and Leonardo's
- Partnered with Enid CVB on ad for 2013 Oklahoma Travel Guide
- CSRHC current listing on the TravelOK.com website
- Oklahoma Today ads purchased for Sept./Oct.,  
Nov./Dec. 2012 & March/April 2013
- Half-page ad in Red Carpet Country 2013 Visitor Guide

## Facility

- Cement slab replaced in Plaza
- LED screen installed in lobby for rolling announcements
- HVAC duct work added to the Church by OHS
- Roof replaced on the Glidewell House by OHS



## *Campaign*

- Current campaign total - \$10,073,180.38 representing 529 pledges
- Paid to date - \$10,034,024.82
- Outstanding pledge amount - \$34,840.99
- Percentage of Pledges Paid – 99.61%
- Only 5 pledges remain to be paid

Our mission is to tell the extraordinary stories of settling the Cherokee Strip and sharing the inspiring lessons of leadership with future generations.

## *Vision:*

- The Cherokee Strip Regional Heritage Center is an institutional leader which:
- Presents the region's rich heritage through discovery, learning and inspiring leadership.
- Celebrates and commemorates the spirit of the Cherokee Strip Pioneers and relates that spirit to the present and the future.
- Serves other heritage organizations with the common goal of better understanding the history and culture of the Cherokee Strip.
- Collects, preserves and presents the history of northwest Oklahoma with emphasis on explaining why history matters.

## *Values:*

- Mission/Vision - All operations are planned and carried out to fulfill our Mission and Vision.
- Service - We consider the needs and interests of all groups in our region in our decision-making.
- Integrity-We maintain the highest ethical standards insisting on authenticity, intellectual integrity, transparency, and balance in programs, operations, and the stewardship of collections.
- Excellence-We demand excellence in all efforts through quality exhibits, programs, and, decision-making.
- Creativity -We exercise creativity and imagination as we address new opportunities and challenges while respecting and building on our accomplishments.
- Fiscally Sound -We live within our means while developing the support base for our future.
- Leadership -We promote the development of individual leadership while serving as a national leader in the museum field.



# Statement of Financial Position

June 30, 2013

## Current Assets

Cash and cash equivalents	\$ 476,440
Investments	\$ 562,582
Inventory	\$ 23,868
Prepaid Expenses	\$ 350
Pledges receivable	<u>\$ 35,892</u>
<b>Total current assets</b>	<b>\$1,099,132</b>

## Property and Equipment

Land	\$ 75,000
Improvements	\$ 34,901
Equipment	\$ 5,291
Software	<u>\$ 1,702</u>
<b>Total property and equipment</b>	<b>\$ 116,894</b>
Less accumulated depreciation	<u>\$ (5,686)</u>
<b>Property and equipment, net</b>	<b>\$ 111,208</b>

**Total assets** **\$1,210,340**

# Liabilities and Net Assets

## Current Liabilities

Accounts payable	\$ 6,129
Accrued salary and payroll taxes	\$ 3,524
Accrued sales tax	<u>\$ 417</u>
<b>Total current liabilities</b>	<b>\$ 10,070</b>

## Net Assets

Unrestricted	<u>\$1,200,270</u>
<b>Total net assets</b>	<b>\$1,200,270</b>
<b>Total liabilities and net assets</b>	<b>\$1,210,340</b>

# Statement of Activities

Year Ended June 30, 2012

## UNRESTRICTED NET ASSETS

### Revenues and other support

Admission income	\$ 18,861
Contributions	\$ 65,388
Gift Shop income	\$ 33,802
Grant income	\$ 1,000
Dividends and interest	\$ 10,927
Management income	\$ 34,745
Membership income	\$ 19,741
Other income	\$ 5,836
Program Income	\$ 22,949
Turkey Creek School income	\$ 9,190
Unrealized gain/loss on investments	<u>\$ 40,821</u>
<b>Total revenues and other support</b>	<b>\$ 263,259</b>

### Expenses

#### Supporting services:

Education and operations of museum	\$ 142,183
Management and general	\$ 115,903
Fundraising	<u>\$ 5,878</u>
<b>Total expenses</b>	<b>\$ 263,964</b>

### Excess of revenues (expenses) and changes in unrestricted net assets

\$ (705)

**Transfer of Building and Assets to OHS\*** \$ (18,484)

**Net assets at beginning of year** \$ 1,219,459

**Net assets at end of year** \$ 1,200,270

\*CSRHC has a partnership agreement with Oklahoma Historical Society (OHS) regarding the renovation and expansion of the new Heritage Center museum in Enid, Oklahoma. OHS owns the original building. With joint efforts and funds from both CSRHC and OHS, the expansion and renovation was completed in 2012. At present, there are two separate budgets for the museum – OHS prepares the budget for state funding and CSRHC prepares the budget for private funding. In 2013 and 2012, OHS paid CSRHC \$34,000 a year to assist in operating costs of the Heritage Center.

In June 2010, the certificate of completion of the construction of the museum was signed. Each year, any renovations, assets, or exhibits built for CSRHC are transferred to OHS. Exhibits in progress from 2011 were completed in 2012, which, upon completion, were transferred to OHS in the amount of \$233,428. In 2013, \$18,484 of exhibits were transferred to OHS.

Upon completion of the museum, OHS held funds as reserve for CSRHC. CSRHC received those funds from OHS in 2013.

# 2011 -2012 Board and Staff

## Officers

David S Russell, M.D., Chairman, Physician (Retired), Enid, OK  
Daron Rudy, Vice Chairman, Sr. VP, Trust Dept., Central National Bank, Enid, OK  
John Martin, Treasurer, Insurance Agent (Retired), Enid, OK  
Hallie Caldwell, Secretary, Enid, OK

## Members

April Danahy, Vice-President, Corp. Communications/Human Resources,  
Security National Bank, Enid, OK  
Robert Dense, Dense Mechanical Contractors, Inc., Enid, OK  
Kathy Dickson, Museums & Historic Sites Director,  
Oklahoma Historical Society, Oklahoma City, OK  
Todd Earl, President, NBC Bank, Enid, OK  
Rev. John McLemore, Central Christian Church, Enid, OK  
Suzy Meibergen, Community Representative, Enid, OK  
Bonnie Muegge, Community Representative, Lamont, OK  
Sandie Olson, Director Air & Rail Museum, Waynoka, OK  
Richard Taylor, Dean, College of Fine Arts, University of Oklahoma, Norman, OK  
David Trojan, Attorney, Field Trojan & Long PC, Enid, OK  
Jason Turnbow, Marketing Director, InterBank, Enid, OK

## Staff

Andrea Holland - Museum Director  
Dana Reese - Office Manager  
David Kennedy - Curator of Collections  
Aaron Preston - Archivist  
Cody Jolliff - Education Director  
Mike Caffey - Maintenance Director  
Sarah Owens - Museum Assistant  
Darlene Pottorf, Stephanie Gray - Visitor Services  
Dee Taylor, Winnie Oliver and Carolyn McLemore – Program Educators

