



CHEROKEE STRIP REGIONAL HERITAGE CENTER

FY 2011-2012 ANNUAL REPORT

(July 1, 2011 - June 30, 2012)

What A Great First Year!

With construction of the facility complete and the Heritage Center in its first year of operation our sights turn to the processes of daily operations and public programming.

Operations

- Annual Visitation (July – June) – 12,395
- Full-time staff – 6
- Part-time staff - 5
- Volunteers – 60 – most work one four hour shift per week
- Two interns - a website intern and a museum intern
- Membership Program – 152 members as of June 30, 2012
- Facility rentals - 12

Awards

- Oklahoma Tourism Red Bud Award – 2012 Outstanding New Attraction in Oklahoma
- Oklahoma Center for Nonprofits ONE Award – 2012 Arts and Humanities
- The Journal Record 2012 Innovator of the Year – Best Partnership

Exhibits

- 2011 theme for gallery changing cases - Medicine
- 2012 theme for gallery changing cases – Music
- April 27- August 1, 2011 – *Going Places*, temporary exhibit featuring carriages, NEH funded exhibit
- Sept. 1, 2011-Jan. 12, 2012 – *Field, Forest and Stream*, temporary exhibit from OHS
- April 17-May 8, 2012 Red Dirt BBQ Student Art Winner's Show
- May 25-July 29, 2012 *Pampered Pets*, a photographic temporary exhibit created by CSRHC staff



Education/Programs

- Brown Bag lectures held second Wednesday of each month
- 2011-2012 Turkey Creek School year - 906 students attended. The program sustained itself
- Sept. 16 – Education Day – 450 students
- Sept. 17 – New Event - Frontier Festival living history event – 180 attended
- Oct. - Dr. Fear’s Fall Lecture Series (The World Was Never the Same) over 1,500 in attendance
- Oct. - Genealogy Saturdays – 85 in attendance
- Nov. - President Teddy Roosevelt living history presentation – Approximately 200 attended
- Dec. – New Event - Humphrey Abstract Christmas in the Village – 782 attended
- A space was created in the Village Church reception area with round tables and wooden chairs for meetings or small luncheons



Fundraisers

- April Fools Shoot fundraiser – new event raised \$1,000
- 3rd Annual Gala raised \$5,174
- Year-end Campaign raised \$19,742



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
- 2012 sponsor of *Oklahoma Memories* segment airs on KGWA Thursdays 8:26 a.m. and KOFM on Saturdays at 8:38 a.m.
- Developed a combo ticket for the Heritage Center and Leonardo’s
- CSRHC listed on the TravelOK.com website
- *Discover Oklahoma* segment aired July 2
- *Oklahoma Today* article published in August
- *Oklahoma Today* ads purchased for Sept./Oct., Nov./Dec. 2011 and March/April 2012
- Full-page ad in Red Carpet Country 2012 Visitor Guide
- CSRHC on cover of the 2012 Enid Newcomers Guide
- CSRHC on cover of 2012 Enid Chamber of Commerce Membership Directory
- CSRHC on cover of two 2012 regional phone books – Yellow Pages and Yellowbook
- 1/3 page ads in *True West Magazine* 2012 Best of West December issue and the travel issue in April
- Partnering with ECVB on a 1/3 page ad in the *Group Travel Leader Magazine* March issue

Facility

- Added ID sign on west side of building
- HVAC duct work added to the Glidewell House

Campaign

- Current campaign total - \$10,073,180.38 representing 529 pledges
- Paid to date - \$10,024,025
- Outstanding pledge amount - \$44,841
- Percentage of Pledges Paid – 99.51%
- Only 6 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, 2012

Current Assets

Cash and cash equivalents	\$ 538,393
Investments	\$ 327,992
Inventory	\$ 19,166
Due from OHS	\$ 214,980
Pledges receivable	<u>\$ 53,056</u>
Total current assets	<u>\$1,153,587</u>

Property and Equipment

Land	\$ 75,000
Equipment	\$ 2,393
Software	<u>\$ 1,702</u>
Total property and equipment	<u>\$ 79,095</u>
Less accumulated depreciation	<u>\$ (2,751)</u>
Property and equipment, net	<u>\$ 76,344</u>

Total assets **\$1,229,931**

Liabilities and Net Assets

Current Liabilities

Accounts payable	\$ 7,311
Accrued salary and payroll taxes	\$ 2,791
Accrued sales tax	<u>\$ 370</u>
Total current liabilities	<u>\$ 10,472</u>

Net Assets

Unrestricted	<u>\$1,219,459</u>
Total net assets	<u>\$1,219,459</u>

Total liabilities and net assets **\$1,229,931**

Statement of Activities

Year Ended June 30, 2012

UNRESTRICTED NET ASSETS

Revenues and other support

Admission income	\$ 26,157
Auction Income	\$ 11,565
Contributions	\$ 84,898
Gift Shop income	\$ 23,689
Grant income	\$ 6,302
Leadership Institute	\$ 52,917
Dividends and interest	\$ 13,098
Management income	\$ 34,000
Membership income	\$ 18,216
Other income	\$ 24,939
Turkey Creek School income	\$ 12,068
Unrealized gain/loss on investments	<u>\$ 4,526</u>
Total revenues and other support	\$ 312,374

Expenses

Supporting services:

Education and operations of museum	\$ 120,616
Management and general	\$ 134,295
Fundraising	<u>\$ 10,381</u>
Total expenses	\$ 265,293

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

\$ 47,082

Transfer of Building and Assets to OHS* \$ (233,428)

Net assets at beginning of year **\$ 1,405,806**

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

*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 2012 and 2011, 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.

Upon completion of the museum, OHS held funds as reserve for CSRHC. In 2012, CSRHC will receive these funds to use toward remodeling of the front lobby, in the amount of \$214,980.

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
Dr. Cheryl Evans, EdD, President, Northern Oklahoma College, Tonkawa, 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
Curt Roggow, Government Relations Consultant, Enid, OK
Richard Taylor, Dean, College of Fine Arts, University of Oklahoma, Norman, OK
David Trojan, Attorney, Field Trojan & Long PC, 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
Darlene Pottorf, Visitor Services
Mary Jantz, Visitor Services

