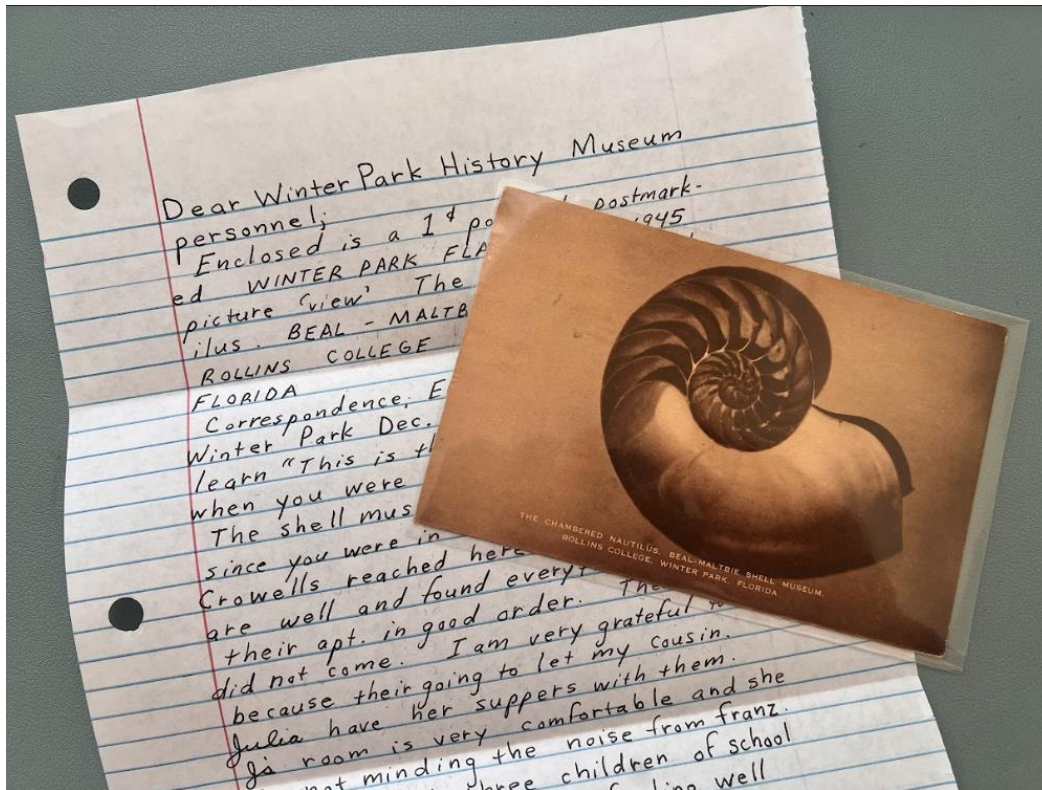




Q4 Report

July-September 2024



Recent donation from Wisconsin to the WPHM including a handwritten note to Museum staff.

City of Winter Park

Attention: Peter Moore

401 South Park Avenue

Winter Park, Florida 32789

P.O. Box 51, Winter Park, FL 32790 | 407.647.2330 | museum@wphistory.org | www.wphistory.org

Museum: 200 W. New England Avenue, Winter Park, FL 32789

EXHIBIT “A”

EXHIBIT A SERVICES

Programming Overview and Attendance Goals

October 1, 2023 – September 30, 2024

October 1, 2023- December 31, 2023

January 1, 2024- March 31, 2024

April 1, 2024- June 30, 2024

July 1, 2024- September 30, 2024

Displays, Exhibitions and Children’s Activities	
<ul style="list-style-type: none"> <p>Exhibitions</p> <p>The WPHM’s next exhibition will tell the story of Winter Park and Florida as a vacation destination for the US through the art of postcards. It will be largely supported by the WPHM’s collection of over 2,000 Winter Park and Florida postcards. The exhibit will highlight how people traveled to Winter Park, Florida attractions, Flora and Fauna, as well as various Florida regions. Winter Park’s orange industry will be highlighted as a part of a Kitsch roadside citrus stand which will serve as the docents desk. We will continue to use film and digital technologies to showcase more postcards in greater detail. We will also be incorporating a rotating aspect of the exhibit.</p> <ul style="list-style-type: none"> ○ Please note <i>Retailing Our Story</i> Closed December 28th, <i>Hello Sunshine</i> will open February 9th. <ul style="list-style-type: none"> ▪ <i>June 17th we did our first rotation, updating the exhibit with a feature on Winter Park homes and South Florida</i> <p>Museum Docents</p> <p>The Winter Park History Museum will provide over 1350 of docent supported museum hours and keep the museum open 5 days a week open free to the public.</p> <p>Children’s History Detective Hunt</p> <p>A history adventure that takes children all through Central Park as they track down the answers to the detective hunt. This experience gives children an insider’s view of Winter Park and engagingly connects them to City history.</p> 	<p>5500 attendees</p> <p>1345 Attendees</p> <p>1447 Attendees</p> <p>1243 Attendees</p> <p>1074 Attendees</p> <p>1350 Hours (estimate)</p> <p>336 Hours</p> <p>206 Hours</p> <p>336 Hours</p> <p>364 Hours</p> <p>300 Distributed</p> <p>50 distributed</p> <p>30 Distributed</p> <p>35 Distributed</p>

<ul style="list-style-type: none"> Speaker Programs: A series of programs (2) designed to complement and enhance the scope of “Hello Sunshine” or to share stories of Winter Park. Programs are open to the public without charge at the Winter Park Chamber Welcome Center. February 23rd we held Spires in the Sun: Gems of Carpenter Gothic Architecture, Presented by authors Jonathan Rich and Phil Eschbach with about 35 attendees Friday March 22nd we held Winter Park in the 1960’s, Presented by author Gary White with approximately 40 attendees. Tuesday May 14th we had UCF Professor Scott French speak present Allies for Education in collaboration with Friends of Casa Feliz August 14th we hosted UCF Professor Keri Watson for the launch of her new book at Casa Feliz for a speaker series with approximately 65 attendees. September 24th we had Rollins professors and authors Claire Strom and Rachel Walten present their newly published book on Early Student life at Rollins at Casa Feliz. 	<p style="text-align: right;">100 attendees</p> <p>35 Attendees 40 Attendees 75 Attendees 65 Attendees 70 Attendees</p>
<ul style="list-style-type: none"> Walking Tour of Historic Downtown A free and comprehensive brochure, available to any museum visitor, the walk begins at the museum and takes the visitor to 24 historic city properties. <i>*we are in the process of changing this to an online version accessible by mobile device*</i> <i>Working with United Arts of Central Florida to develop an Arts and Culture walking tour of Winter Park including history and Public Art of our City.</i> <i>Created a special historic cemetery tour for WPHM members with Jana Bauman, Former City of Winter Park Cemeteries Manager. We held two tours, one of Pineywood Cemetery April 13th, and a Second at Palm Cemetery April 20th.</i> 	<p style="text-align: right;">250 distributed</p> <p>10 Distributed 7 Distributed 8 Distributed</p> <p>Pineywood: 12 Attendees Palm: 15 Attendees</p>

<ul style="list-style-type: none"> • Hands on History Two 'Pop-Up' exhibition events will provide an opportunity for children to touch and learn about everyday articles from past decades. A variety of items are available to the children including 1920's-1980's phones, early kitchen devices such as a butter churn, a typewriter and children's toys from various decades. 	<p>30 Attendees</p>
<p>Collaborations</p>	
<ul style="list-style-type: none"> • The Executive Director serves on the Arts & Culture Alliance for the City of Winter Park. Tuesday March 26th, the Arts and culture alliance meeting was hosted at the WPHM offices. Both Executive Director and Executive Assistant, Christy Grieger and Dena Salas joined the planning committee for the Weekend of the Arts • Assist the City Communications Department, as related to historic research and City events. • Participated in the Chamber of Commerce Ye Old Hometown Christmas Parade December 2nd. Board members and Staff passed out postcards and candy canes to promote the new exhibit. • Participated in Illumination, an event hosted by the City of Winter Park Communications Department to highlight the Arts and Culture Alliance. • March 6th we collaborated with Casa Feliz for their Parlor series with author Leslie Poole. • March 10 participated in the Florida House Gems of Winter Park Showcase. • April 16th Collaborated with Casa Feliz for a Joint speaker program with Jonathan Rich and Phil Eschbach presented in a panel discussion • April 30th we received a donation of a painting of the Museum's exterior commissioned by a WPHM supporter and done by a Winter Park Paint Out Artist. • May 14th Collaborated with Casa Feliz for a Joint speaker program with Dr. Scot French. • Hosted textile historian Howard Kurtz on September 19th for a small group 	

<p>talk on historic clothing from the WPHM collection</p> <ul style="list-style-type: none"> Working with City and WPFD to put together book in celebration of 125th anniversary of the Fire Department. Provide, display, and distribute in the Winter Park History Museum informational brochures for the following cultural institutions: <ul style="list-style-type: none"> Scenic Boat Tour Rollins Museum of Art Charles Hosmer Morse Museum of American Art Hannibal Square Heritage Center Albin Polasek Museum Crealdé School of Fine Arts Winter Park Arts and Cultural Alliance Winter Park Chamber of Commerce Map Rollins Intern Program Collaborate with the Rollins History Department with an internship that benefits both organizations. Interns are generally history majors and they assist with all aspects of office and museum responsibilities. This includes accessioning newly acquired items for the WPHM Collection, creating Constant Contact copy, providing docent services at the Museum, learning the details of event planning and fulfilling the responsibilities of a non-profit organization. Participate in the Winter Park Sidewalk Arts Festival March 15th-17th 2024:” Hands on History” Program at the Children’s Workshop Village. <i>We participated on Friday March 15th and provided two crafts for children attending the sidewalk arts festival. In total children completed over 275 crafts!</i> 	<p>1, 000 distributed 200 Distributed 200 distributed 200 distributed 200 Distributed</p> <p>3 interns per year 1 Intern 1 Intern 1 intern 1 Intern</p> <p>300 attendees (estimate) 275 Attendees</p>
<p>Direct Community Activities and Services</p>	
<ul style="list-style-type: none"> Provide, without charge, the Traveling History Program to the Boys & Girls Club of Eatonville as well as other youth and school groups upon request. Provide historic research services, without charge, to citizens, organizations, scholars, and the press. 	<p>50 attendees</p>

<ul style="list-style-type: none"> ○ Met with Triloma restaurant group to assist with historic details on their new restaurant. ○ Assisted Park Avenue District with historic Park Avenue postcards for their Dining on the Avenue event. ○ Assisted Winter Park Pines resident with history and images of the area before it was the Pines. ○ Assisted University of Oklahoma Grad Student with Project on small museum management and condition reports for objects. ○ Assisted University of Central Florida Student on project for education strategies used in exhibition design. ○ Assisted WP resident with information on the Quaint Shoppe, a shop that used to be on Park Avenue in the 1950's and 60's. ○ Assisted UCF grad student with oral history project including interviewing living relative of studied individual. ○ Helped Winter Park tour guide with information about the history of Rollins College. ○ Assisted Winter Park resident, Damien Madsen, with historic Winter Park images for presentation at the Chamber of Commerce. ○ Assisted Winter Park Resident with information about home on Winter Park historic Register. ○ Assisted Winter Park High School Alumni with gathering historic Winter Park Images for high school reunion. ○ Made public access available to our digital archives collection via our website. During this first quarter, we had 19 Keyword searches and 39 random image searches. ○ Assisted the WP Benefit shop with locating and researching historic documents in the WPHM collection. ○ Assisted researcher on finding more information on the FLAP, and Environmental Information Center and Bill Partington. <ul style="list-style-type: none"> ● Maintain and make publicly available the 133 oral histories from local city residents that have been collected over the past 50 years. The goal is to make 12 recordings and transcripts from our collection available on our website for public access per year. <ul style="list-style-type: none"> ○ Remastered an old podcast with Bob Miller after his passing in August. ● A Stroll Down Park Avenue Podcast A new online podcast available on Spotify, Apple Podcasts, and Google Podcasts showcasing in-depth stories of individuals or panels discussing 	<p>12 uploads 3 uploads</p> <p>4 recordings</p>
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<p>influential events and places in the history of Winter Park. As of this year we are filming our interviews.</p> <ul style="list-style-type: none"> • Continue to professionally archive and store Winter Park artifacts and documents of importance, in temperature-controlled space. <ul style="list-style-type: none"> ○ Received several donations of Florida kitsch and expanded our postcard collection in preparation for our new exhibit. ○ Received the Old Taylors Pharmacy Sign. • Provide specially designed museum tours for diverse audiences such as Leadership Winter Park, senior citizen groups, school classes, veteran’s group, and Winter Park Community Center field trips. <ul style="list-style-type: none"> ○ Held tour for the Maitland School December 5th for about 50 students and Chaperones. ○ Held tour for Leadership Winter Park December 6th. ○ December 6th, Hosted Central Florida Museum Directors for a tour of the museum and downtown Winter Park. ○ Held tour for Homeschool group of 15 on Thursday February 22nd. ○ April 10th held tour for Celandine Life Prep Academy students. ○ May 1st hosted United Arts Museum Directors meeting at WPHM. ○ June 13th New Hope Human Service Summer Camp came for a tour of the new exhibit. ○ September 19th Held tour for group of 12 from Mayflower Retirement community. • Participate in speaking engagements with the community including the University Club, Woman’s Club of Winter Park, Westminster, and Mayflower Retirement centers. <ul style="list-style-type: none"> ○ February 24th Executive Director, Christy Grieger, presented at Pine Castle Pioneer Days Festival on the history of Winter Park and our current exhibit. ○ March 17th Executive Director, Christy Grieger presented as the guest speaker for the Pine Castle Annual Meeting. 	
<p>Public Receptions and Social Enrichment</p>	

<ul style="list-style-type: none"> Exhibition Grand Opening Reception This event will launch our new exhibit, “Hello Sunshine: Selling Florida through the art of postcards”. This event will be held at the Farmers Market & is open to the public. February 8th we held the grand opening for our exhibit and had approximately 225 guests attend. Community-wide Holiday Party at the historic Winter Park Golf Club. The event was held December 14th at the Winter Park Golf Club. Surveys taken at the WPHM to be included in quarterly reports. Winter Park History Museum’s Trivia Night This event will be held at a local club, and focuses on local history, pop culture, and general knowledge. Trivia nights are planned for Spring and Fall. Fall Trivia Night was held October 24th at the Winter Park Raquet Club. May 7th the Spring Trivia Night Fundraiser was held at the Winter Park Raquet Club Member Mixer and other social events Host social events within the museum space geared towards members. These events should encourage becoming a member of the museum and enhance the membership experience. In memory of East India Ice Cream, we held an Ice Cream Social with 60 Attendees. November 3rd, we held our final mini opening for our final rotation of shops. We had 72 in attendance. April 11th we held the first Member Mixer for the new exhibit. 	<p>200 Guests 225 Attendees</p> <p>75 participants 155 Participants</p> <p>Approx. 6 per month</p> <p>200 participants 115 Participants 100 Participants</p> <p>150 Attendees 132 Attendees 35 Attendees</p>
<p>Total projected program and museum attendance</p>	<p>6600 Attendees 1747 Attendees 2022 Attendees 1480 Attendees 1224 Attendees</p>

<p>Total projected Winter Park informational, educational, and/or marketing materials distributed</p>	<p>1,500 Distributed 250 Distributed 210 Distributed 230 Distributed 235 Distributed</p>
<p>Total projected number of museum docent hours</p>	<p>1350 Hours 336 Hours 206 Hours 336 Hours 364 Hours</p>



WINTER PARK
HISTORY
MUSEUM

BOARD OF DIRECTORS 2024

WINTER PARK HISTORY MUSEUM

August 2024

Executive Committee

President

John Miller

1st term board member began February, 2021
2nd term board member began February, 2024

1st term board member expired February, 2024
2nd term board member expires February, 2027

1st term President began February, 2024

1st term President expires February, 2025

Tel. #407-399-6031 email: miller.sarc@gmail.com
1775 Lake Berry Drive
Winter Park, FL 32789

VP and Product Manager for Global Preowned Inventory with Marriott Vacations Worldwide. John is a life-long Winter Park resident of 52 years in our community. He graduated from WPHS and is a Florida State Alum.

Vice President

Rick Baldwin

1st term board member began: May, 2020
2nd term board member began May 2023

1st term board member expire: May, 2023
2nd term board member expires May 2026

1st term Treasurer began: February, 2021
2nd term Treasurer began: February, 2022

1st term Treasurer expired: February, 2022
2nd term Treasurer expired: February, 2023

1st term Vice President began February 2023
2nd term Vice President began February 2024

1st term Vice President expired February 2024
2nd term Vice President expires February 2025

Tel. 407-325-7520 email: rbaldwin46@outlook.com
2185 N. Park Avenue
Winter Park, FL 32789

CEO of Baldwin Brothers Funeral and Cremations. Rick's grandparents moved to Winter Park in 1926. Rick is a graduate of WPHS and UCF.

Treasurer

Bob Klettner

1st term board member began February 2021
2nd term board member began February 2024

1st term board member expired February 2024
2nd term board member expires February 2027

1st term Treasurer began February 2023
2nd term Treasurer began February 2024

1nd term Treasurer expired February 2024
2nd term Treasurer expires February 2025

Tel. # 407-758-8820 email: klettners@mindspring.com
PO Box 759
Winter Park, FL 32790

Raised in Winter Park, Bob is now retired from the banking industry. Graduate of Rollins College, Crummer School of Business. Bob serves as a Trustee for the Joe and Sarah Galloway Foundation.

Recording Secretary

Elizabeth Eschbach 1st term board member began: February, 2021 1st term board member expired: February, 2024
2nd term board member began February 2024 2nd term board member expires February 2027

1st term Secretary began: February, 2022 1nd term Secretary expired: February, 2023
2nd term Secretary began February 2023 2nd term Secretary expired February 2024
3rd term Secretary began February 2024 3rd term secretary expires February 2025

Tel. #407247-8511 email: elizabetheschbach004@gmail.com
PO Box 3028
Orlando, FL 32806

Elizabeth has lived in Winter Park for 45 years and raised her family in our community.
Professor of Humanities of Valencia College. A graduate of Agnes Scott College; University of Tennessee (B.A.) and (UCF M.A).

Board of Directors

Gibby Folk 1st term board member began: May, 2020 1st term board member expired: May, 2023
2nd term board member began May 2023 2nd term board member expires May 2026

Tel. #407-415-5186 email: Melinda.Manatad@gmail.com
1033 Bonita Drive
Winter Park, FL 32789

Born and raised in Winter Park; University of Miami graduate
A life-long passion for food brought Gibby from Orchid Thai to Catering Event Management at the Ritz-Carlton South Beach and Bal Harbour. Recently married and relocated back to Winter Park, Gibby continues to feed her passion with food & events with the family business at Orchid Thai.

Sarah Margio 1st term board member began May 2020 1st term board member expires May 2023
2nd term board member began May 2023 2nd term board member expires May 2026

Tel. #407-232-5893 email: sarahmargio@yahoo.com
3011 Temple Trail
Winter Park, FL 32789
Hedge Fund Accounting Manager
Born and raised in Winter Park, FL; University of FL alum

Kate Lane 1st term board member began: February 2023 1st term board member expires: February 2026

Telephone #603-770-7654 Email: kate@lanetechnologiesolutions.com
1717 W Fairbanks Ave, Winter Park, FL 32789

Kate is the owner of Lane Technology Solutions along with her husband Jim. Kate has been involved with the Winter Park community for many years and is active with the Winter Park Chamber of Commerce.

Dan Picard 1st term board member began: February 2023 1st term board member expires: February 2026

Telephone # 407-493-7327 Email: dan@mdsx-creative.com

Dan is a multidisciplinary creative director for MDSX. He has over 20 years of experience in illustration and visual storytelling.

Eric Werrenrath 1st term board member began: February 2023 1st term board member expires: February 2026

Telephone # 407-246-8418 Email: ewerrenrath@whww.com
PO Box 880 Winter Park, FL 32790

Eric is an attorney at Winderweedle, Haines, Ward & Woodman, PA.

Rick Kilby 1st term board member began: February 2024 1st term board member expires: February 2027

Telephone # 321-217-3854 Email: rkilby@cfl.rr.com

Rick is a local historian, author, public speaker, and owner of graphic design studio Kilby Creative.

Elle Walch 1st term board member began: February 2024 1st term board member expires: February 2027

Telephone # 407-928-8286 Email: elle@evescg.com

Elle is the owner of Eve Strategic Consulting Group, specializing in marketing and business development for service-based businesses. She also is owner of Elevate Auto Experience.

Staff

Executive Director, Winter Park Historical Association Staff, non-voting

Executive Director

Christy Grieger

Cell: 407-383-6859 email: christy@wphistory.org

Office: 407-647-2330

Executive Assistant since August 2018

Executive Director since November 2020

Executive Assistant

Dena Salas

Cell: 813-951-7179 email: museum@wphistory.org

Office: #407-647-2330

Volunteer Since December 2021

Admin since May 2022

Archivist

Linda Kulmann

Cell: 407-920-2944 email: lindalanekulmann@gmail.com

Office: 407-647-2330

Archivist since 2014 and past board president.

WPHM mailing address: P.O. Box 51, Winter Park, FL 32790

Physical address (offices): 232 N. Knowles Avenue, Winter Park, FL 32789

Physical address (museum): 200 W. New England Avenue, Winter Park, FL 32789

Winter Park Historical Association

Statement of Activity

July - September, 2024

	TOTAL
Revenue	
INCOME	
600 DONATIONS	
601 GENERAL DONATIONS	15,592.32
602 END OF YEAR APPEAL	500.00
603 MUSEUM DONATIONS	320.00
Total 600 DONATIONS	16,412.32
605 MEMBERSHIP	1,312.38
610 MUSEUM SALES	993.65
615 GRANTS INCOME	
616 GOV'T GRANTS	22,000.00
617 NON-GOV'T GRANTS	2,500.00
Total 615 GRANTS INCOME	24,500.00
630 PEACOCK BALL INCOME	
634 PEACOCK BALL DONATIONS	100.00
Total 630 PEACOCK BALL INCOME	100.00
640 DIVIDEND INCOME	3,954.20
650 INTEREST INCOME	10.49
Total INCOME	47,283.04
Total Revenue	\$47,283.04
GROSS PROFIT	\$47,283.04
Expenditures	
EXPENDITURES	
700 OFFICE SUPPLIES	590.11
705 PRINTING & POSTAGE	
709 POSTAGE	5.10
Total 705 PRINTING & POSTAGE	5.10
710 ADVERTISING	609.60
715 ACCOUNTING COSTS	1,071.00
720 TECH SUPPORT&COMPUTER SOFTWARE	1,936.04
725 GRANT EXPENSE	1,537.50
730 WEBSITE EXPENSE	1,048.00
735 GOVT FEES / MEMBERSHIPS	1,083.79
740 PEACOCK BALL EXPENSE	65.00
748 PRINTING/GRAPHIC DESIGN	750.00
Total 740 PEACOCK BALL EXPENSE	815.00
750 EVENTS	
752 HOLIDAY OPEN HOUSE	1,500.00
753 SPEAKER SERIES	250.65
759 OTHER SPECIAL EVENTS	808.50
Total 750 EVENTS	2,559.15

	TOTAL
760 LIVING HISTORY EXPENSE	18.00
775 MUSEUM SHOP INVENTORY	1,247.69
790 EXHIBIT EXPENSE	63.10
795 BANK CHARGES / CC FEES	135.59
800 BIGELOW HOUSE	3,606.65
805 MUSEUM UTILITIES	200.31
810 INSURANCE	364.52
825 CLEANING SERVICES	-95.61
830 STORAGE UNITS	3,198.00
850 SALARIES - DIRECTOR	13,750.02
855 SALARIES - OFFICE/MUSEUM STAFF	9,455.00
860 ARCHIVAL FEES	6,600.00
875 EXE DIR TELEPHONE	150.00
880 SALES TAX	132.57
885 PAYROLL TAXES	1,775.19
890 HEALTH INSURANCE	3,150.00
900 MISCELLANEOUS	200.00
Total EXPENDITURES	55,206.32
Total Expenditures	\$55,206.32
NET OPERATING REVENUE	\$ -7,923.28
NET REVENUE	\$ -7,923.28

Winter Park Historical Association

Budget vs. Actuals: FY_2024 - FY24 P&L

January - September, 2024

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
INCOME				
600 DONATIONS				
601 GENERAL DONATIONS	18,950.91	10,000.00	8,950.91	189.51 %
602 END OF YEAR APPEAL	3,185.00	14,000.00	-10,815.00	22.75 %
603 MUSEUM DONATIONS	1,236.00	2,500.00	-1,264.00	49.44 %
Total 600 DONATIONS	23,371.91	26,500.00	-3,128.09	88.20 %
605 MEMBERSHIP	1,908.88	6,000.00	-4,091.12	31.81 %
610 MUSEUM SALES	3,196.20	2,500.00	696.20	127.85 %
611 TRIVIA NIGHT	14,030.70	32,000.00	-17,969.30	43.85 %
612 YARD SALE	269.00	200.00	69.00	134.50 %
615 GRANTS INCOME				
616 GOV'T GRANTS	79,223.50	114,000.00	-34,776.50	69.49 %
617 NON-GOV'T GRANTS	7,900.00	58,500.00	-50,600.00	13.50 %
Total 615 GRANTS INCOME	87,123.50	172,500.00	-85,376.50	50.51 %
630 PEACOCK BALL INCOME				
634 PEACOCK BALL DONATIONS	100.00		100.00	
Total 630 PEACOCK BALL INCOME	100.00		100.00	
640 DIVIDEND INCOME	11,582.58	10,000.00	1,582.58	115.83 %
650 INTEREST INCOME	39.68	154.00	-114.32	25.77 %
Total INCOME	141,622.45	249,854.00	-108,231.55	56.68 %
Total Revenue	\$141,622.45	\$249,854.00	\$ -108,231.55	56.68 %
GROSS PROFIT	\$141,622.45	\$249,854.00	\$ -108,231.55	56.68 %
Expenditures				
EXPENDITURES				
700 OFFICE SUPPLIES	1,175.01	1,800.00	-624.99	65.28 %
705 PRINTING & POSTAGE				
706 YEAR END APPEAL CAMPAIGN		1,700.00	-1,700.00	
707 MEMBERSHIP DRIVE		0.00	0.00	
708 PRINTING	340.00	1,000.00	-660.00	34.00 %
709 POSTAGE	348.90	500.00	-151.10	69.78 %
Total 705 PRINTING & POSTAGE	688.90	3,200.00	-2,511.10	21.53 %
710 ADVERTISING	1,519.22	2,000.00	-480.78	75.96 %
715 ACCOUNTING COSTS	1,906.31	3,400.00	-1,493.69	56.07 %
720 TECH SUPPORT&COMPUTER SOFTWARE	2,967.61	2,939.00	28.61	100.97 %
725 GRANT EXPENSE	2,456.25	2,000.00	456.25	122.81 %
730 WEBSITE EXPENSE	1,910.00	700.00	1,210.00	272.86 %
735 GOVT FEES / MEMBERSHIPS	1,414.99	1,000.00	414.99	141.50 %
740 PEACOCK BALL EXPENSE	2,065.00		2,065.00	
748 PRINTING/GRAPHIC DESIGN	750.00		750.00	
Total 740 PEACOCK BALL EXPENSE	2,815.00		2,815.00	
750 EVENTS				

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
751 MUSEUM GRAND OPENING	3,381.79	2,900.00	481.79	116.61 %
752 HOLIDAY OPEN HOUSE	1,680.96	5,500.00	-3,819.04	30.56 %
753 SPEAKER SERIES	602.78	405.00	197.78	148.83 %
755 CHILDREN'S OUTREACH PROGRAM		100.00	-100.00	
756 TRIVIA NIGHT EXPENSE	6,433.16	14,000.00	-7,566.84	45.95 %
757 MEMBERSHIP EXPENSES		500.00	-500.00	
758 FESTIVALS	401.40		401.40	
759 OTHER SPECIAL EVENTS	1,181.93	2,000.00	-818.07	59.10 %
Total 750 EVENTS	13,682.02	25,405.00	-11,722.98	53.86 %
760 LIVING HISTORY EXPENSE	126.00	440.00	-314.00	28.64 %
765 DOCENT / BOARD APPRECIATION	266.17	400.00	-133.83	66.54 %
775 MUSEUM SHOP INVENTORY	4,502.45	1,500.00	3,002.45	300.16 %
776 COLLECTION ACQUISITIONS	25.00	50.00	-25.00	50.00 %
790 EXHIBIT EXPENSE	21,548.11	36,000.00	-14,451.89	59.86 %
795 BANK CHARGES / CC FEES	468.59	875.00	-406.41	53.55 %
800 BIGELOW HOUSE	12,504.65	14,000.00	-1,495.35	89.32 %
805 MUSEUM UTILITIES	1,898.12	4,000.00	-2,101.88	47.45 %
810 INSURANCE	2,631.15	3,500.00	-868.85	75.18 %
815 OFFICE FURNITURE & REFURBISHING		0.00	0.00	
820 MUSEUM REPAIRS & MAINTENANCE		0.00	0.00	
825 CLEANING SERVICES	499.39	1,750.00	-1,250.61	28.54 %
830 STORAGE UNITS	8,607.00	10,500.00	-1,893.00	81.97 %
850 SALARIES - DIRECTOR	41,218.41	57,500.00	-16,281.59	71.68 %
855 SALARIES - OFFICE/MUSEUM STAFF	28,403.89	34,600.00	-6,196.11	82.09 %
860 ARCHIVAL FEES	10,092.00	21,957.00	-11,865.00	45.96 %
861 ARCHIVAL SUPPLIES	37.71	50.00	-12.29	75.42 %
865 CONTRACT LABOR		150.00	-150.00	
870 TRAVEL / MILEAGE	10.00	0.00	10.00	
875 EXE DIR TELEPHONE	400.00	650.00	-250.00	61.54 %
880 SALES TAX	250.54	120.00	130.54	208.78 %
885 PAYROLL TAXES	6,825.51	7,368.00	-542.49	92.64 %
890 HEALTH INSURANCE	8,400.00	12,000.00	-3,600.00	70.00 %
900 MISCELLANEOUS	200.00		200.00	
Total EXPENDITURES	179,450.00	249,854.00	-70,404.00	71.82 %
Total Expenditures	\$179,450.00	\$249,854.00	\$ -70,404.00	71.82 %
NET OPERATING REVENUE	\$ -37,827.55	\$0.00	\$ -37,827.55	0.00%
NET REVENUE	\$ -37,827.55	\$0.00	\$ -37,827.55	0.00%



We held several speaking events in collaboration with casa feliz this quarter including one with UCF Professor Keri Watson and another with Rollins professors Clare Strom and Rachel Walton.





One of our favorite programs we put on this quarter was "Behind the Seams" with Howard Kurtz. We brought out over 15 articles of clothing and accessories from the WPHM collection all of which are dated to before 1940.





With the continued work on the commemorative book celebrating the Winter Park Fire Department's 125th anniversary, we were recently given a leather 1970's Firemen's helmet, and connected with collector of Fire memorabilia who had working sister truck to the WPFD's first 1916 Ford Chem Engine.



Every few weeks we send out stories highlighting people, places, and events from Winter Park's history. These stories get sent out to our nearly 5000 email contacts.

Additionally, we utilize our social media channels to share images from our archives and historic facts. Not only does this allow us to showcase our collection outside of the museum space, but also reveal pieces to the community that otherwise would not be seen.



Photo Credit: Jeanine Taylor Folk Art

The Art of Produce

Florida folk artist Ruby C. Williams (1928–2022) spent her life growing and selling an assortment of fruits and vegetables. Her farmstand was in front of her home on Rt. 60 near Plant City.

She may have raised great produce, but it was her colorful, whimsical art that made Ruby famous.

Initially she painted produce on rough, wooden boards to attract business and later began to sell both produce and art to her customers. The art world became interested in Ruby's distinctive folk style and today her art is held in private collections and art museums worldwide.

Stop by *Hello Sunshine! Selling Florida Through the Art of Postcards* to see several of her pieces on display at the WPHM!

The Ruby C. Williams pieces are on loan from the CJ Williams Collection, Winter Park. Our great thanks to Mr. Williams for his bright addition to the exhibition.



The Winter Park History Museum is supported by:

The City of Winter Park
Central Florida Foundation
United Arts of Central Florida
Joe & Sarah Galloway Foundation
Charles Hosmer Morse Foundation
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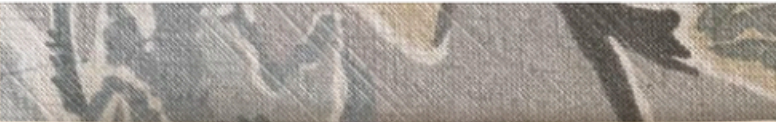
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wphistory.org

STAY CONNECTED



Winter Park History Museum
Published by Instagram
June 28

Another neat find! 📸 This early photo, circa 1916, shows the men of the Winter Park fire department and their newly motorized wagon which carried 500 ft of hose and their ladder on Park Avenue in front of the Schultz building. See our post from yesterday to learn more about the building's history! @winterparkfd #historyliveshere #wphistorymuseum #wpinspires #historicwinterpark



This year, the WPHM and the current exhibit have been highlighted in several local publications including the 32789 and Winter Park City Lifestyle. Additionally, we have been mentioned in a Southern Living article as one of the Top Things to visit in Winter Park. Lastly we collaborated with PBS on the Winter Park Episode of Florida Road Trip.

20th-century artist's body of work, art studio, and inspirations.

In This Article

- ▶ Things To Do
- Places To Eat
- Places To Stay

Learn About Winter Park's Beginnings

Of course, don't leave Winter Park without learning about the city itself. Visit the [Winter Park Historical Museum](#), housed in the old train station depot. It won't take long to walk through the one-room museum, but you'll leave knowing much more about this small town's historic timeline—like why the peacock is on the city seal. Just three blocks west of this museum is the [Hannibal Square Heritage Center](#), which houses photos and oral histories of Winter Park's African American community.

Inside Winter Park History Museum's "Hello Sunshine" Exhibit

Take a trip into the past with the Winter Park History Museum's latest exhibit – "Hello Sunshine", which presents tribute to vintage Florida – sights, destinations, local landmarks, and more. "Hello Sunshine: Selling Florida Through The Art of Postcards" offers a snapshot of local history as well as the history of the travel industry in the form of photographs and postcards. The exhibition postcards feature a lot of quirky and campy illustrations – big, bright oranges, lush beaches, alligators, and tropical plants. Local resident Rick Frazee is responsible for supplying the exhibition from his expansive collection of over 1,000 postcards, pamphlets, cards and other media. Rick is the former owner of the Best Western Mount Vernon Inn, so he has some background experience with the travel industry first-hand. This exhibition was also made possible with partnerships with the Orange County Regional Center, Winter Garden Heritage Center, as well as the Henry B Plant Museum in Tampa.

In this exhibition, visitors can enjoy a center-style display of brochures that represent a variety of attractions, which include Winter Park and notable landmarks in its history. There is also a focus on city-centric aspects including lakes and streetscapes.



"It goes back about 30 years," Frazee says of his collecting hobby, which began with postcards of the small motels along Highway 17-92 and evolved to include vintage and current examples of Winter Park scenery. "I used to go out and search flea markets, and there used to be postcard markets around the state. From there, it just kept expanding."

Travel Marketing

One of the themes of the exhibition is travel marketing – specifically how Florida was marketed during different economic eras. For instance, postcards from the Great Depression era were hyper saturated, and showcased Florida as a paradise of "full of hope and brilliance".

Other postcards highlighted Florida's agricultural industry, which featured paintings by outsider artist Ruby C. Williams. These paintings featured signs and illustrations for roadside



Article by Emily Weiskotten
Photography by Emily Weiskotten

Originally published in [Winter Park City Magazine](#)

Share Article

Inside Winter Park History Museum's "Hello Sunshine" Exhibit

By Jim Carchidi | February 12, 2024



FEATURED ARTICLE

Art of Postcards

Selling Florida through the Art of Postcards

the32789 browses the exhibit of vintage postcards, maps, and travel brochures tourism. Photos by: Jim Carchidi

Step back in time and take a nostalgic journey through Florida's rich tourism history with the latest postcard exhibit captivating visitors across the state. Offering a snapshot of bygone eras and cherished memories, this unique showcase celebrates the essence of Florida's timeless allure. From the sun-kissed beaches of Miami to the enchanting theme parks of Orlando, each postcard tells a story of a bygone era, inviting viewers to

Comments , Excerpts, and Media Highlights

Overall, WPHM is ranked #12 of 59 things to do in Winter Park on TripAdvisor, and reviews are overwhelmingly positive with comments that speak to the quality of exhibits, depth of information, and docent expertise.

In 2023, WUCF, Central Florida's PBS station serving 4 million Central Floridians across 9 counties, selected WPHM to be featured in its Emmy-Award Winning Florida Road Trip Series, which will be released in September 2024.

Article excerpts and visitor comments:

"The folks who shape this compact museum's exhibitions have a way of making visitors feel at home with history in all its complexity. In just 900 square feet, they create a whole world through details."

- Orlando Sentinel "Florida Flashback," Joy Dickinson, Jan 2023

"The City of Culture and Heritage has plenty of culture to go around – but its heritage is squeezed into just 800 square feet. Nonetheless, the facility – which occupies a room inside the 97-year-old building that once served as the Atlantic coast Line's freight depot –has for years enjoyed an outsized presence in the community with creative exhibitions and lavish events."

- Orlando Arts Magazine, Randy Notes, Mar/Apr 2021

"Featuring a curated collection of vintage postcards, this exhibit offers a glimpse into Florida's evolution as a premier tourist destination. Whether you're a seasoned traveler or a lifelong resident, the immersive experience promises to evoke a sense of nostalgia and appreciation for the Sunshine State's enduring charm."

- Winter Park City Lifestyle "Art of Postcards," Emily Weiskotten, Apr 2024

"The WPHM is magical. I am transported to a place in time that fills my heart with warm memories. This current exhibit is so beautifully, thoughtfully, intelligently presented I could spend hours here. It leaves me longing for the past and grateful that today's Winter Park continues to honor its history."

- Anonymous survey comment, May 2024