

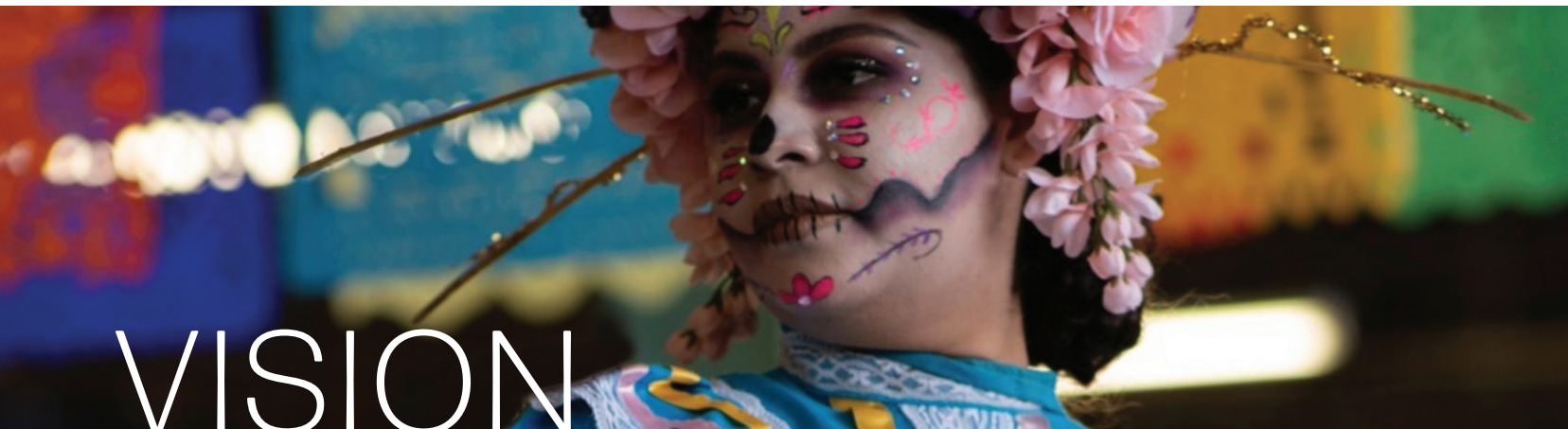


2022 - 2023
IMPACT REPORT
A MUSEUM ON THE MOVE



MISSION

Levine Museum connects the past to the future
to realize the promises of a new South



VISION

Using history to build community



VALUES

Scholarship and Education, Inclusion, Collaboration, and Fiscal Responsibility

DEAI Statement

Levine Museum of the New South is committed to sharing the stories of historically underrepresented people and cultures and acknowledging and addressing systemic inequities and wrongdoings both internally and externally.

Levine Museum is in a unique position to expose injustices in our community, past and present, and to raise awareness of DEAI issues. We value difference and work to remove and reduce emotional, cognitive, physical, and financial barriers to Levine Museum's offerings.

We will commit to fearlessly facing and addressing historical inequities, and we will continue to foster conversation, inspire empathy, and celebrate communities in everything we do.

“(Levine Museum) is unique in the arts and cultural landscape as it is known for bringing together community members from different walks of life for difficult conversations. They’ve used exhibitions and local and national experts to shed light on topics that are of great relevance to our everyday life.”

*- Priya Sircar
City of Charlotte Arts and Culture Officer
Charlotte Ledger, 2023*

Invitation from the President

It is with immense joy that I embrace my new role as President and CEO of the Levine Museum of the New South (LMNS). My family and I have been deeply moved by the warmth of the welcome we have received since we arrived last summer. In just a couple of months at the helm of this organization, I have already witnessed the museum's profound impact in the Charlotte community. Through powerful programs, engaging exhibitions, and popular events, LMNS is enriching the fabric of our community day after day.



This impact report is a gateway to the vibrant world of LMNS. It offers insights into how we're bringing our mission to life, amplifies the voices of our audiences, showcases our educational endeavors, and community ties.

At LMNS, we believe in the power of historical narratives to ignite constructive conversations and deepen our understanding of current pressing societal issues. From family days and author talks to fresh digital experiences and new exhibitions, this past year LMNS has consistently offered opportunities for connection, curiosity, and community engagement.

2022 marked the beginning of an exciting journey. We transitioned away from our beloved building and embraced the opportunity to connect with our community in innovative new ways and in new and diverse places: from libraries and churches to breweries, universities, and at our temporary home in Uptown at 401 S. Tryon Street. This period of change has been remarkable, broadening our reach by nearly 43% through on-site visits, community programs, and online initiatives.

We're honored to be nominated once again for the National Medal from the Institute of Museum and Library Services (IMLS), a prestigious recognition for institutions that profoundly impact their communities and the IMLS's highest honor. Having won our first National Medal in 2005, we eagerly anticipate the outcome of our latest nomination in 2024.

Our staff, community advisors, and board members are dedicated to ensuring that LMNS remains a beacon of education, empathy, and engagement. We are laying the foundation for a bright future, including finding a new permanent home for the museum. We are acutely aware of our legacy and the community's high expectations of us, and we are exhilarated by the challenges that lie ahead.

Together, we're not just exploring the past to inform the present - we are seeking to shape a more equitable and enlightened future for all of us. Join us in this exciting chapter of the Levine Museum of the New South.

Dr. Richard C. Cooper

A handwritten signature in black ink that reads "Richard C. Cooper". The signature is fluid and cursive, written in a professional style.

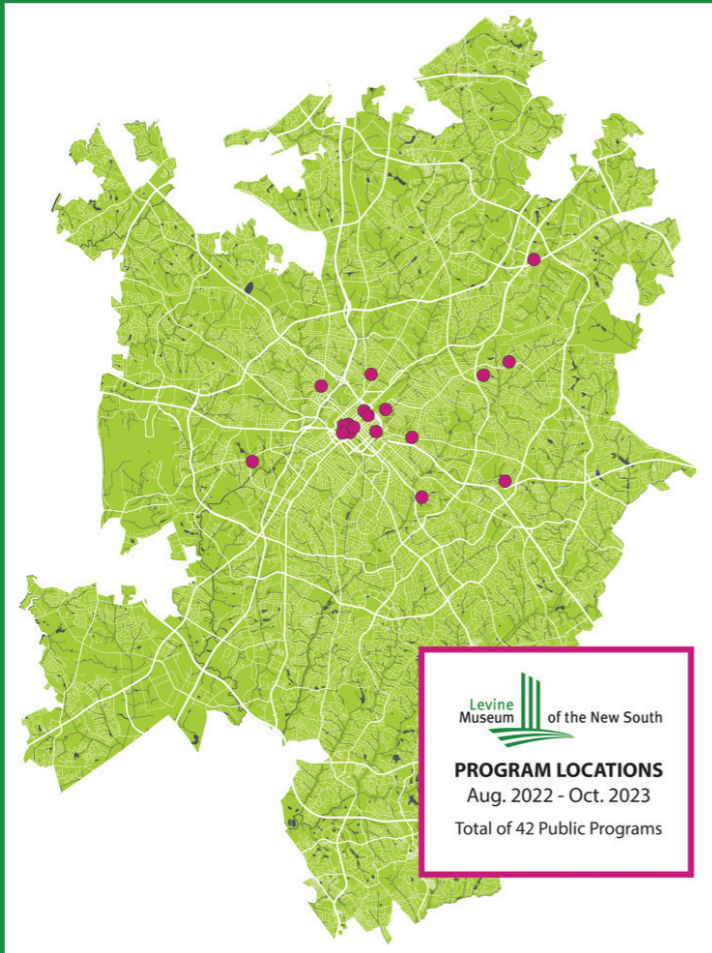
President & CEO

A Museum Advancing

Embracing change and innovation, our museum expanded beyond its walls, reaching out to the community through 42 different public programs, hosted experiences online, and in-person at our temporary home at 401 S. Tyron St. This new approach allowed us to connect with an impressive 70,000 visitors last year, far surpassing the 49,000 visitors we welcomed in 2019.

We remain committed to creating experiences with, for, and about our city's diverse communities. Long before this approach was commonplace in the museum field, our founders wanted to show the complexity of faiths, ethnicities, and experiences that make Charlotte and the New South story so compelling and relevant today. We have remained committed to this work and continue to create new and dynamic ways to engage communities in and around Charlotte.

We are also exploring ways to expand beyond the Charlotte community and tell the wider story of the New South through the lens of our citizens and their communities.



70,000 Visitors

engaged with our experiences
in 2022 - 2023



“As an attendee of the museum’s programming, I enjoyed the ability to hear the stories of panelists, neighborhoods, and others. The museum facilitates storytelling, and allows more context to be given. It provides a platform for shared history and lived experiences to be elevated. It evokes emotion and connection to the topic being shared and to Charlotte.”

*- Angelique Gaines
Research Associate
UNC Charlotte Urban Institute*

Our Experiences

Public programs, informed by a community advisory committee, include the provocative *What Is It Going To Take?* series, which engages Charlotte residents on contemporary and deeply rooted social topics such as homelessness and immigration; and our **Author Talks**, a series that provides opportunities for our local community to engage with and learn about influential authors and discover contemporary books on historical topics, followed by a book signing.



Exhibitions are held in our physical location in Uptown and in community-based venues. Recent examples include a local adaptation of the Smithsonian Institution's *Men of Change* and participatory exhibition *Climates of Inequality*, which exposed the roots of environmental injustices in cities throughout the U.S. and the world, with a special installation on climate refugees in Charlotte. **Living our commitment to bring meaningful content and experiences to Charlotte communities, our neighborhood exhibition, *Grier Heights: Community is Family***, has traveled to six sites around Charlotte since opening in November 2022.

Digital experiences enable patrons to connect virtually to meaningful content when it suits them. We bring digital experiences to life through our YouTube channel and Facebook page, including livestreamed discussions. Our growing digital catalog includes the storytelling platform *50 Places in Charlotte*, which explores the city by showcasing a new place, past or present, each week for 50 weeks; *NC History Case Studies*, online educational resources built by Charlotte teachers for students and teachers; and our *KnowCLT* walking tour, an augmented reality tour of Brooklyn, a once-thriving African American community that was demolished and displaced through racist policies to enable the city's ambitious plans for growth.

Our *Youth Voices* series invites young people to create history-based content for peers on topics that matter to them. Our school and youth programming, developed with our Educator Advisory Group, offers inquiry-based curricular resources, standards-aligned teacher professional development opportunities, and field trips in the city.

10,000 Visitors

attended our 2023 *Festival Día De Muertos - Day of the Dead Festival* in partnership with the Latin American Coalition

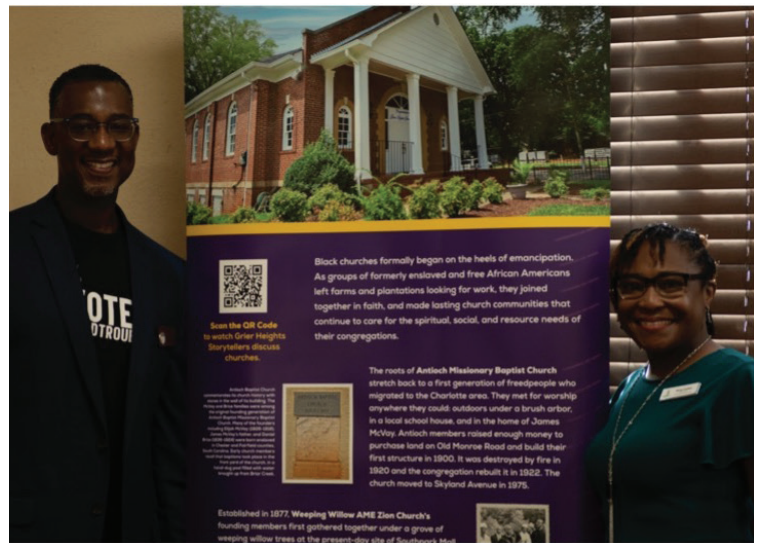


“The Levine Museum of the New South stands as a shining example of the positive change that can be achieved through cultural understanding, education, and the unwavering pursuit of a more just society.”

*- Alma S. Adams, Ph.D.
United States Representative
(D-NC 12th District)*

Our Community Engagement

The **Grier Heights: Community is Family** oral history project and traveling exhibition, produced in collaboration with Grier Heights Community Center and Grier Heights community residents, highlights more than 140 years of community history. It features pioneers like Sam Billings and Arthur S. Grier, who laid the groundwork of a tight-knit Black farming community that became a bustling Black city neighborhood alongside stories of churches, schools, and traditions that became the cornerstones of life in Grier Heights.



Levine Museum hosts six festival-style **Family Days** each year across the city. Great for families with children, these programs coincide with school holidays such as Martin Luther King, Jr. Day; celebrate important holidays to our diverse communities such as *Día de Muertos* and Juneteenth; and commemorate special days in Charlotte, including Women's History Month and Pride.



Moving Forward

We are excited about our future and working on several critical projects to re-think the way visitors engage with the museum. This includes activating more digital experiences, a new history exhibition, and building a new home for the museum.

Digital Experiences

Levine Museum's first podcast

Our New South will look across the cities of the New South to reveal how the region is changing and confront some of the most pressing issues that face southern urban communities. From the challenges of gentrification and education to environmental justice, immigration, and socioeconomic mobility, the podcast will bring persuasive voices and inspiring stories to listeners interested in understanding a changing South and its relationship to the nation. Each episode will raise a contemporary issue, reveal its historical (and frequently unfamiliar) roots, and explore how Southern cities - always including Charlotte - are addressing challenges and providing direction for the future. The podcast will be hosted by Kevin Blackstone, esteemed national sports columnist at *The Washington Post* and regular on ESPN's *Around the Horn*, along with Dr. Robert Greene II, Assistant Professor of History at Claflin University.

A New History Exhibition Opening Spring 2024

Charlotte: Moving Forward, Looking Back will tell Charlotte's story from Catawba settlement to the present. Four sections will focus on: the industries that have shaped the growth of the city; inequality and resistance; immigration and its impact on people and culture; and Charlotte's identity as a New South city. The exhibition is being developed with community input throughout the process and will receive thorough scholarly review.



Finding a New Home for the Museum

We have begun the exciting process of identifying a new permanent home for the museum. The new location will support and expand our ability to develop dynamic digital experiences, popular programming, and engaging exhibitions while we continue to foster meaningful and relevant dialogues in the Charlotte community. We look forward to collecting input from the community on this exciting endeavor and will be providing more details in the coming months.

Our Leadership

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Glen Wright, Chair Elect
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Kevin Malcolm, Secretary
Jimmy Kmetz, Treasurer
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Scott Poole
Hunter Priester
Ryan Rich
Brian Siegel
Cynthia Wallace
Byron White, Ed.D.

Executive Team

Richard C. Cooper, Ed.D., President & CEO
Franky Abbott, Ph.D., Chief Content Strategist
Lisa Horltd, Chief Financial Officer



PO Box 30125 • Charlotte, NC 28230
704.333.1887 • MuseumOfTheNewSouth.org
@LevineMuseum