



Levine Museum of the New South

EXPLORING THE PAST,
INSPIRING THE FUTURE



2023-2024 IMPACT REPORT

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

DEIA 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 both internally and externally.

BOARD OF DIRECTORS

OFFICERS



GLEN WRIGHT, CFP
CHAIR
CEO, Worth Financial Advisory Group



KATE MAYNARD, JD
CHAIR-ELECT, CHAIR GOVERNANCE
Partner, Robinson Bradshaw



TY NIESS
PAST CHAIR, CHAIR FACILITIES
(EX-OFFICIO)
Senior Advisor, Dart Interests, LLC



LUCIA ZAPATA GRIFFITH
VICE-CHAIR, CO-CHAIR FACILITIES
(EX-OFFICIO)
Architect, Metro Landmarks



CG NEWSOME, PhD
VICE-CHAIR, CO-CHAIR
DEVELOPMENT (EX-OFFICIO)
Civic Leader



KEVIN MALCOLM
SECRETARY
Executive Director, Human Resources,
Ally Bank



BYRON WHITE, EdD
CHAIR, PROGRAMS
Associate Provost for Urban Research
and Community Engagement,
University of North Carolina Charlotte



SHARON CARR HARRINGTON, JD
CO-CHAIR, DEVELOPMENT
Vice President, Administration,
Novant Health Foundations

BOARD MEMBERS



KELLY M. ALEXANDER
State Representative,
North Carolina General Assembly



GRIS BAILEY
President & CEO, Latin American
Chamber of Commerce



JAMIE BIGSBY, CFP
Vice President, Senior Relations
Specialist, PNC Private Bank



ASHLEY DURBIN
Senior Vice President, General
Counsel and Corporate Secretary,
Culp Inc.



JONI EMRY
Vice President Program
Manager, Bank of America



HOLLY ESKRIDGE
Assistant Economic
Development Director,
City of Charlotte



SARAH FATHERLY, PhD
Provost & Vice President for
Academic Affairs, Queens
University of Charlotte



DAVID JACOBS, MD
Medical Director of Trauma
Services, Atrium Health



JASON KIM
Partner, PwC



SHAUN KRUSE
National Director of Development,
Wells Fargo Institutional OCIO



JAMES LABAR
Senior Vice President of
Economic Development,
Charlotte Center City Partners



JAY LEVELL
Co-Founder, White Point Partners



JASON LLOYD
Market Executive, Western NC
Middle Market Bank,
JP Morgan Chase



LIZ MORRELL, PhD
Strategic Planning & Historic,
Cultural, and Community
Resources Manager,
Mecklenburg County



HUNTER PRIESTER
Experience Design Director,
Wells Fargo



RYAN RICH, JD
Senior Assistant City Attorney,
City of Charlotte



BRIAN SIEGEL
Senior Vice President Global Arts,
Culture & Heritage Executive,
Bank of America



CYNTHIA WALLACE
Co-Founder, New Rural Project

LINDA DALTON
(EX OFFICIO)
Mecklenburg
Historical Association

SALLY ROBINSON
(EX OFFICIO)
Civic Leader

LIZ SIMMONS
(EX OFFICIO)
Civic Leader

DR. RICHARD C. COOPER
(EX OFFICIO)
President & CEO, Levine
Museum of the New South

EXECUTIVE TEAM:

DR. RICHARD C. COOPER, EdD, President & CEO
FRANKY ABBOTT, PhD, Chief Content Strategist

LISA HORLDT, Chief Financial Officer
DONNA STUCKER, CFRE, Chief Development Officer

LOOKING TO THE FUTURE



We are delighted to share that the 2023-2024 fiscal year for Levine Museum of the New South was one of growth, innovation and remarkable accomplishments, thanks to our generous supporters. Our community engagement soared to 204k as we unveiled new, digital technologies and learning opportunities that enabled us to connect with constituents in exciting ways.

- **Over 400 educators** benefited from our free professional development workshops, and we hosted our first ever Summer Institute. We are proud that our school programs continue to provide meaningful local history resources for teachers and students through online history case studies and field trips.
- There were **120,000 downloads** of *Our New South* podcast – a first for the Museum, seeing downloads from all 50 states as well as internationally. It was so successful, that a second season is in the works, debuting in the winter of 2025.
- Over **56k engagements** took place through our public programs and exhibitions, including our *Charlotte: Moving Forward, Looking Back* exhibition (opened March 2024), and our *Grier Heights: Community is Family* traveling exhibition.

While we are proud of what we have achieved, we recognize that there is much more to be accomplished in the year ahead. We will continue to find creative ways to engage with community members while we pursue a new permanent home for the Museum. Our vision is a groundbreaking space that transcends traditional museum boundaries by blending world-class exhibits and experiences with the welcoming atmosphere of a community center, and a place for visitors of all ages to engage in a dynamic environment that fosters conversation, creativity and community connectedness.

We are excited for the journey ahead, and we hope you will join us!

Dr. Richard C. Cooper
President & CEO

A MUSEUM INNOVATING

We are proud to be a digitally sophisticated, experiential storyteller focused on building community through history and serving numerous audiences on multiple platforms.



HOST: Kevin Blackstone, *Washington Post* sports columnist and panelist on ESPN's *Around the Horn*



HOST: Robert Green II, Assistant Professor of History at Claflin University

Our New South Podcast – Scholars, artists and community leaders highlighting the diverse voices of the changing South.

122,000 
DOWNLOADS
10 EPISODES PUBLISHED



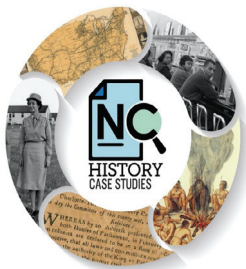
50 Places in Charlotte – 50 weeks spotlighting historic places in Charlotte on our website and social media, bringing Charlotte's history to life.

13,000 
VIEWS
33 PLACES



KnowCLT App – This app facilitates a walking tour of Brooklyn, a once vibrant and thriving Black community in Charlotte displaced by urban renewal. Users can experience the history of Brooklyn through narration, photos and augmented reality.

4,500
SESSIONS



NC History Case Studies – 14 online case studies designed by Levine Museum's Educator Advisory Group, comprised of local teachers, who help create student and teacher-focused educational experiences and materials. The case studies are available for students and teachers as resources for inquiry about North Carolina history on our website.

12,000 

VIEWS

14 CASE STUDIES
WITH TEACHING
GUIDES

EXHIBITIONS & PROGRAMS

The programs we offer and the collaborations with other community groups is a bedrock of our work. It is through these community engagements that Levine Museum of the New South embodies its roots to be a community collaborator, convener and a museum without walls.



Charlotte: Moving Forward, Looking Back Exhibition

Our latest exhibition showcases the people, places, events, and ideas that shaped Charlotte. It emphasizes the importance of understanding the city's past as a step towards investing in future progress for all Charlotteans.

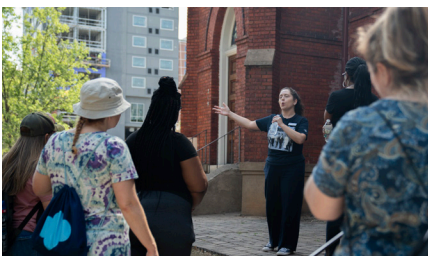


“Although we’ve lived in Charlotte since the ‘70s and have been exposed to Charlotte history many times at the Levine Museum of the New South and other places, I always **learn something new** at every exhibit.”

- Exhibition visitor, 2024

Southern Accents

A program series that presents contemporary work by experts, artists and researchers on southern history and culture. These events are community favorites given their range of topics and experiential engagement opportunities.



Field Trips and Group Tours

Providing educational opportunities for students and adults alike, through engaging content instruction and Q&A.



Author Talks

The opportunity to hear from contemporary authors about topics that intrigue, provide thought-provoking dialogue and promote engagement with audience members.

“ I’m so appreciative of the learning journey - more nonprofits could benefit from this kind of ***courageous conversation.*** ”

- Program attendee, 2024



Jonathan Eig

Family Days

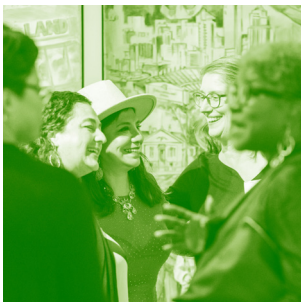
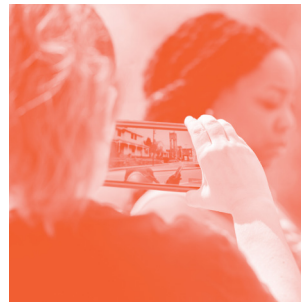
Celebrations of important holidays and cultural traditions for the community at large that educate a diverse audience and foster understanding about local communities that shape the region.



Community Conversations

The essence of community is to gather and have discussions in a safe and transparent manner. Led by our guest facilitators, our community conversations provide just that through roundtable discussion paired with conversation starters that allow our attendees to share and connect with each other.

BE PART OF HISTORY, *JOIN US ON THE JOURNEY*



For more information and to get involved,
please email donate@museumofthenewsouth.org



**Levine Museum
of the New South**

museumofthenewsouth.org

EIN # 56 – 1748648