



# 2023 Diversity Report

## The Heritage Society at Sam Houston Park

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For Website: January 22, 2024

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# TO OUR STAKEHOLDERS

## Our Diversity and Inclusion Statement

The Heritage Society strives to advance diversity and inclusion both within the Museum's offerings and more broadly in society. Our effort to promote diversity and inclusion more broadly focuses on educational opportunities, programs, events, and cultural celebrations that represent communities in Houston.

By diversity, we mean racial background, country of origin, religion, gender, gender identity, sexual orientation, disability, age, veteran status, language, socio-economic status, and the full range of other factors that shape an individual's experiences, values, and perspectives.

By inclusion, we mean the ongoing and deliberate effort to ensure that differences are welcomed, different perspectives are heard, individuals and groups feel respected and valued.

The Heritage Society is committed to understanding, analyzing, and targeting the populations to better represent Houston.



## Highlights

In this report, you will see a side-by-side comparison of Diversity through our offerings/activities from 2019 - 2023. 2023 had the most activities and has been our most successful year improving balanced diversity throughout programs, events, specialty tours, fundraisers, and exhibits.



REGISTER ON EVENTBRITE



*Life*  
**IN THE NICKEL**  
A FILM BY KEDA SHARBER

An inside glimpse at the past, present, and future of Houston's Historic 5th Ward.



**Film Screening & Talk Back**  
July 29, 2023  
1:30pm - 4:00pm

The Heritage Society at Sam Houston Park  
(TEA ROOM)  
1100 Bagby Street  
Houston, TX 77002


FEATURED IN:




<https://lifeinthenickel-redbook.eventbrite.com>

WEDNESDAY, OCTOBER 4 7 PM


**LIVE!** from  
THE HERITAGE SOCIETY AT SAM HOUSTON PARK  
with  
**Mister McKinney**  
of Mister McKinney's Historic Houston



**JD Doyle**  
Houston's LGBTQ historian and archivist JD Doyle's new book, 1981—My Gay American Road Trip: A Slice of Pre-AIDS Culture

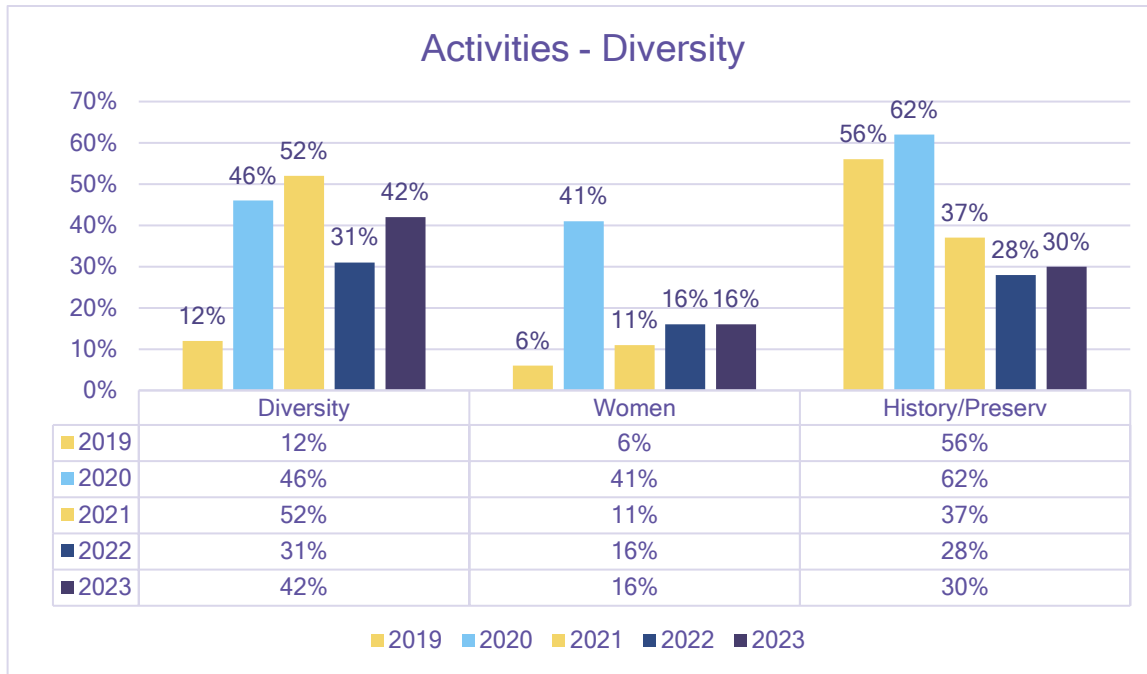


WATCH on Facebook LIVE & Instagram LIVE

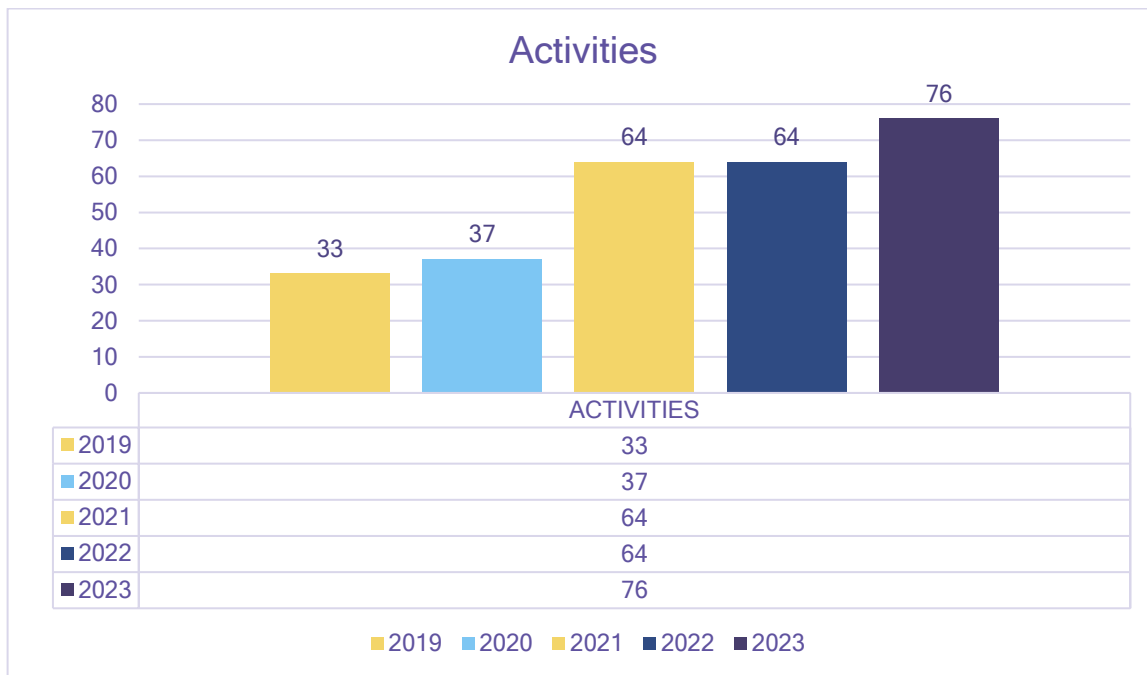


@MisterMcKinneysHistoricHouston @TheHeritageSociety

## Chart Overview 2019-2023



It is important to note that there were some activities that met two categories such as Women and Diversity. An example would be an African American Women's Suffragist Event was counted as Women and Diversity.



***About 60% of all our activities from 2019 - 2023 were free to the public and/or members.***

## Looking Ahead 2024

### A Collaboration with VisitHouston

**VisitHouston**, Houston First's Tourism department, selected us and other non-profit organizations and Black-owned businesses to create elevated tour experiences in and around Downtown Houston. They worked with local organizations and attractions to design and develop experiences and itineraries tied to Houston's African American history and heritage for leisure travelers, locals, and group visitors. To successfully develop multicultural experiences, they connected with the sites and/or community organizations that are keepers of the stories. Their idea is to bring the attractions/venues to life and make them more immersive.

We held a media event on Friday, February 9, with President and CEO of Houston First Corporation Michael Heckman and President of Greater Houston Convention and Visitors Bureau Jorge Franz. Their speeches were about the value of diversity and embracing Black Houston activities year-round. Their speech and presentation of the 5 Downtown/Midtown business experiences who were part of this tourism project is available on our YouTube page. There were also several media mentions on TV and print.

#### **Consultation by Joe Veneto, Chief Experience Officer of Veneto Collaboratory**

For one year, VisitHouston provided us with professional consultation by Joe Veneto, a multicultural product development expert whose sole profession is to cultivate multicultural experiences across the US.

#### **From Plantation to Emancipation – The Freedom Experience (begins Feb. 10)**

During a tour of three historic houses that tell Houston's stories from plantation to emancipation, a talented actor brings the hardships of slavery and the victory of freedom to life in dramatic reenactments. The historical script was written by **Martha Whiting-Goddard**, Reverend Jack Yates' great granddaughter, who lived in the Yates House that was relocated to Sam Houston Park.

Explore the following three houses that are designated by **UNESCO** as **Sites of Memory** for their "Routes of Enslaved Peoples' Project" - **1847 Kellum-Noble House**; **1866 Fourth Ward Cottage**; and **1870 Yates House**. "Sites of Memory," or "Sites of Conscience" are historic places that activate the power of memory to engage the public in a deeper understanding of the past, inspiring action to shape a more just future. These sites break the silence surrounding slavery, and place the tragedy into our universal memory. It is only through dialogue that we can have peace and reconciliation. We

have a duty to remember the crimes committed against humanity by our ancestors, especially as we see the return of prejudice and discrimination today.

The talented reenactor, **Khi Stephens**, brings the hardships of slavery and the victory of freedom to life through song, a Library of Congress slave narrative, and a portrayal written by a descendant of the Reverend Jack Yates. Stephens studied theater in Los Angeles and was coached by Martha Whiting-Goddard on her roles.

From Plantation to Emancipation – The Freedom Experience begins on Saturday, February 10 in celebration of Black History Month. **These 90-minute tours are offered on the second and fourth Saturdays of the month; from 12:30 p.m. to 2:00 p.m.**

# RESULTS

## 2023 Report

### 2023 SUMMARY

**We hosted 76 events and programs, and 42% of our programs and events had elements of diversity and another 16% specifically addressed women's interests. 30% focused on Houston History and Texas History. 63% of our programs and events were free.**

### 2023 PERFORMANCE CHART

2023	Metrics	2022/2023 Improvement
<b>Programs and Events - Quantity</b>	76	19%
<b>Online Programs and Events - Attendance</b>	245,934	1915%
<b>In Person Programs and Events - Attendance</b>	6,792	-2%
<b>Diversity</b>	32 (42%)	60%
<b>Women</b>	12 (16%)	20%
<b>Houston/TX History</b>	23 (30%)	28%
<b>Free</b>	48 (63%)	26%

### 2023 ACTION ITEMS AND ACTIVITIES

Below are some specific action items we conducted pertaining to diversity.

#### Action Items

- Jan. - Mister McKinney on Univision for Valentine's Weddings
- Jan. - Bilingual brochure
- Jan. – MLK Jr. Parade w Dr. Don Williams (most views on Instagram!)
- Jan. - Black History Tours – Group Tours are higher and NYT article
- Jan. - Martha and Alison with Visit Houston/Houston First for Black History Tour Campaign
- Feb. - Telemundo and Univision coverage and bilingual translators for Valentine's Day
- Feb. - DDLMUSA reception in gallery, media present
- Feb. - LULAC Committee Meeting in gallery
- March - Martha with Visit Houston/Houston First for Black History Tour Campaign
- March - Mister McKinney, Minnette, and Alison with Houston First with 10 global travel reporters (Mexico and UK)
- March - Citywide Juneteenth Committee
- March - Book Signing Governor Ann Richards Women in Leadership



- March - Women's History Tours for Women's History Month
- April - Citywide Juneteenth Committee
- May - AAPI Poem
- May - More HoustonFirst travel journalists from UK and Colombia
- June July August - The New Red Book Exhibit: Houston's Black History
- June - Juneteenth Program and Teacakes and Tours for 3 weekends
- June - Pride Houston History Pop Up Exhibit by Staff
- July - Accessibility web page added to THS website
- July - Film Screening 5th Ward
- Aug. - For the Love of Your Crown Braiding Program
- Sept. to Nov. - LULAC Exhibit of President JFK and Jacqueline Hispanic Houston History and Speaker Presentations
- Sept. - National Hispanic Heritage Month Tours
- Sept. - UH Latin Cartographies Exhibit
- Oct. - German Heritage Month Tours and Oktoberfest
- Oct. - LGBTQ History Month
- Nov. - Dia de los Muertos USA Parade
- Nov. to Dec. – Diverse Artists and Market Vendors at Holiday Bus Tours

## ALL ACTIVITIES

Below are all our 2023 activities.

1. USS Houston: Women Navy Officers Retirement 1/14/2023
2. MLK Day Parade with Dr. Don Williams 1/16/2023
3. Rodeo in the Park 2/4/2023
4. Love Is in the Air Express Weddings 2/14/2023
5. Vallone Evening of Heritage Culinary History (Italian American theme) 2/17/2023
6. Scouting Badge Day - Black History 2/19/2023
7. Speaker Series with AIA Houston: Stephen Fox 2/21/2023
8. Live from THS with Mister McKinney w Stephen Fox 3/1/2023
9. Sam Houston's Birthday (Offsite) 3/2/2023
10. USS Ship Sank Houston Indonesia; Wreath Ceremony 3/4/2023
11. Scouting Badge Day - Women's History 3/5/2023
12. Margaret Justus / Ann Richards Reception and Book Signing 3/28/2023
13. Live from THS with Mister McKinney w Minnette 4/5/2023
14. Art Car Parade - Community Outreach Toy Tables 4/15/2023
15. AAPI – Kate-Yeonjae Jeong, Poet in Residence Online Performance 4/15/2023
16. 1960s Love Street Light Circus Feel Good Machine Honoring David Adickes 4/21/2023
17. Live from THS with Mister McKinney - Alfred Cervantes Houston Film Commission 5/3/2023
18. Boy Scout Badge Workshop - Black History and Texas History 5/6/2023
19. AIAH Partnership El Dorado Ballroom Tour 5/17/2023
20. Bus Trip with Stephen Fox Palacios 5/20/2023
21. The New Red Book Exhibit Opens 6/3/2023
22. Teacakes and Tours Begins 6/3/2023
23. Founder's Day - Message from Executive Director only 6/4/2023
24. Citywide Juneteenth Houston Meeting Onsite 6/7/2023
25. Teacakes and Tours 6/10/2023

26. Grand Opening Exhibit Reception The New Red Book 6/16/2023
27. Teacakes and Tours 6/17/2023 Juneteenth Program 6/17/2023
28. HLSR Exhibit - Black Heritage new items 6/19/2023
29. Pride Day Pop Up Exhibit 6/24/2023
30. Flags and Freedom Tours 7/1/2023
31. Life in the Nickel Film Screening and Conversation The New Red Book 7/29/23
32. Live from THS w Mister McKinney and Dr. Lindsay Gary Black History 8/2/23
33. Kendra Scott Store and Online Fundraiser 8/18/23
34. Happy Birthday Houston 8/26/23
35. Women's Equality Day (Members and Women's Orgs) 8/26/23
36. Live from THS w/ Mister McKinney - Mika Skelly LULAC exhibit 9/6/23
37. New Red Book Exhibit Closing Reception - Members Event 9/8/23
38. For the Love of Your Crown Braiding Program The New Red Book 9/9/23
39. A Civil Rights Milestone: President JFK'S Visit with LULAC in Houston Exhibit 9/10/23
40. UH Latino/a cARTographies Digital Board Exhibit 9/12 - 9/25/23
41. LULAC Exhibit Opening 9/15/23
42. National Hispanic Heritage Month TV Kick Off with students, Maggie Flecknoe, CW39, & Mister McKinney 9/15/2023
43. HLSR Exhibit - Latin Heritage new items added 9/23/23
44. Girl Scout Badge Workshop for National Hispanic Heritage Month 9/24/23
45. Houston Heritage Luncheon (French American theme)10/3/2023
46. German American Heritage Month Historic House Tours - Month of October
47. Facebook Live with Mister McKinney of Mister McKinney's Historic Houston and Guest JD Doyle (LGBTQ History Month) 10/4/2023
48. A Green Commitment: Houston Parks Board and Mayoral Candidate Forum 10/5/2023
49. Free Houston History Bus National Hispanic Heritage Month Tours 10/7/2023
50. Free Houston History Bus National Hispanic Heritage Month Tours 10/8/2023
51. Closed for Bayou City Arts Festival VIP Area 10/14/2023
52. President Kennedy and LULAC Speakers Panel Discussion (Members Only) 10/19/2023
53. Pups & Pints Oktoberfest (German American theme) 10/22/2023
54. Halloween Haunted Historic House Tours & Treats 10/28/2023
55. Haunted History Book Signing with Author Sandra Lord 10/28/2023
56. Dia de los Muertos 11/4/2023
57. See Interesting Places (SIP) with Stephen Fox at The Beaconsfield (& Houston History Bus) 11/8/2023
58. Armistice Day (Daughters of American Revolution) 11/11/2023
59. City Lights Holiday Magic Bus Tour and Museum Gallery Open 11/18/2023
60. Free Museum Gallery Exhibit Day JFK and LULAC: HLSR 11/21/2023
61. Members' Event LULAC National President Domingo Garcia 60th Anniversary of President Kennedy's Visit with LULAC in Houston 11/21/2023
62. City Lights Holiday Magic Bus Tour and Museum Gallery Open 11/24/2023
63. City Lights Holiday Magic Bus Tour and Museum Gallery Open 11/25/2023
64. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/01/2023
65. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/02/2023
66. Annual Candlelight Tours 12/02/2023
67. Haak Winery Holiday Texas Wine Reception and HeartStrings Houston Performance 12/02/2023

68. Mila's String Studio Children's Holiday Concert in the Gallery 12/02/2023
69. Mila's String Studio Teen Holiday Concert on Bagby Street Patio 12/02/2023
70. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/08/2023
71. Annual Candlelight Tours 12/09/2023
72. Champagne Reception and HeartStrings Houston Performance 12/09/2023
73. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/09/2023
74. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/15/2023
75. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/16/2023
76. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/22/2023
77. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/23/2023
78. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/29/2023
79. City Lights Holiday Magic Bus Tour and Museum Gallery Open 12/30/2023

## 2023 MUSEUM GALLERY EXHIBITS

100% of our exhibits displayed elements of diversity.

- ***The Life and Times of Charles Goodnight Exhibit*** shared Native American relationships with cattleguards men and settlers through several paintings.
- The ***Houston Livestock Show and Rodeo History Exhibit*** changed out their exhibits to include Black Heritage, Hispanic Heritage, and Children with Disabilities.
- Joe Aker ***Faces of the Other*** surrounded Sam Houston Park's fences and our building's fence line with diverse faces of people.
- The ***New Red Book Exhibit*** showcased 50 Black historical and cultural sites. Dr. Lindsay Gary offered several programs to the public, and her exhibit complemented Juneteenth. She received a declaration from the Mayor.
- ***A Civil Rights Milestone: President JFK's Visit with LULAC in Houston*** brought several programs and complemented National Hispanic Heritage Month. LULAC received a declaration from the Mayor. This was also our first bilingual exhibit. More than 1,000 people saw the exhibit and at least 985 seriously engaged with the content. Of the 985 visitors, 416 were school children who completed activities related to the exhibit (i.e., scavenger hunts and tours of the exhibit itself).
- ***UH Latino/a cArtographies*** displayed their digital art board for National Hispanic Heritage Month and the Kennedy LULAC exhibit. They also made an avatar of our Executive Director, so she could virtually showcase our Mexican American mural.
- Our staff presented a **Pride Houston** pop-up for the second year.
- The Houston Suffragists Project presented a pop-up for a **Juneteenth Program** in the gallery.
- The Houston Suffragists Project presented a pop-up for **Women's Equality Day** in the gallery.
- **AO Art Show** acquired several international artists and vendors for our Holiday Bus Tours and Annual Candlelight Tours on the weekends for seven weeks.
- By opening later in the evening, for **Holiday Bus Tours** and **Winter Wanderland on Bagby Street** for seven weeks, we were able to serve young, diverse families.

## 2023 COMMUNITY RELATIONS

Our Executive Director was both on the board of directors for Dia de Los Muertos and committee for Citywide Juneteenth Houston for the **3rd year**.

We actively engaged in approximately **98** collaborations with organizations, a **133%** increase compared to 2022! The list is below so one can review the diversity in our collaborations.

Our board networked with at least **70** organizations, an increase of **17%** compared to 2022. The list is below so one can review the diversity in our networking.

### List of Collaborations

1. AARP
2. Admirable Transfer TV
3. Aga Khan Center
4. AIA Houston
5. Aldine HPL
6. AMC
7. Ann Richards Legacy Project
8. Antioch Church
9. AO Art Show
10. Arte Publico Press
11. Bayou City Arts Festival
12. Bryan Museum
13. Buffalo Bayou Partnership
14. City of Houston MOSE
15. Citywide Juneteenth Committee
16. Community Artists' Collective
17. Dance Afrikana
18. DAR
19. David Adickes
20. DDLMUSA
21. Deluxe Theater
22. Descendant of Olivewood
23. Downtown District Safety
24. Downtown Houston +
25. Downtown Redevelopment Authority
26. Emancipation Economic Development Council
27. Events Decor Company - Judge Wanda
28. Farias Elementary PreK Pals Toy Drive
29. Final Four (Meeting only, did not result in facility rental)
30. Freedmen's Town
31. Freedmen's Town Bike Riders
32. Friends of Texas Room
33. Gite Gallery
34. Gregory Lincoln
35. Haak Wineries
36. Harris County Clerk Office
37. Harris County Historical Society

38. Harrison Guy
39. HeartStrings Houston
40. Hispanic Heritage Awards COH - Cultural Affairs?
41. Houston Boys' Choir
42. Houston City Bus Tours
43. HoustonFirst
44. Houston History Bus
45. Houston Hour
46. Houston Livestock Show and Rodeo
47. Houston Parks Board
48. Houston Printing Museum
49. Houston Public Library
50. Houston Suffragists Project
51. HPARD
52. HPL Houston History Research Center
53. HSPVA
54. HTV Houston
55. Identity Plus
56. Judge Dianne Curvey
57. Judge Frances Bourliot
58. Judge Kyle Carter
59. Judge Wanda Adams
60. Judge Zimmer
61. Justice Margaret "Meg" Poissant
62. Keda Sharber
63. Keda Sharber's Daughter filmed Afrikana in Exhibit
64. Kendra Scott
65. League City Historical Society
66. Life Enrichment of Houston
67. LULAC 60
68. LULAC National
69. LWVH
70. Mila's String Studio
71. MMK Rice Hotel
72. Navy - Women Officers Retiring
73. NACW
74. Orange Show Art Car Parade
75. Outreach Strategists
76. Pearl Fincher Museum Fine Arts
77. Preservation Houston
78. Rice University
79. ROTC Milby High School - IG Reel for MLK - Record breaker! 8000+
80. Sam Houston Memorial Museum Texas Independence Day
81. Sawari Tours
82. Social Influencers
83. Starbucks Midtown
84. TAME Artist
85. Trinity UMC

86. TSU
87. TUTS 100th
88. UH Downtown
89. UH of AA Studies
90. University of Houston CMALS
91. University of Houston Public History - Smithsonian Event Women
92. US Latino Humanities
93. USS-Houston Navy Group
94. VisitHouston
95. Wykesha King Artist
96. Leading Ladies - MMK
97. Youth Council - MMK
98. International High School National Honor Society

### List of Executive Networking

1. City of Houston also recognized us with declarations for Happy Birthday Houston, The New Red Book Exhibit, and The LULAC Exhibit.
2. Community Relations: Hilton Americas Women on the Move Lindsay Munoz
3. Luncheon with Harriet Planned Parenthood
4. Representation: Preservation Houston Dinner
5. TUTS Luncheon at Tony's
6. Bike Lane Zoom Buffalo Bayou Partnership (Zoom) PLUS +1
7. Houston Hour
8. Kendra Scott Happy Hour National Non-Profit Day - Fundraiser at Heights Store
9. Community Relations: Ismaili Center Houston with Mayor Marriott Marquis with Prince Aga Khan
10. MMK Friends of the Texas Room
11. Mayor's Hispanic Heritage Awards Ceremony
12. AIAH Zoom Meeting
13. AO Art Show with Hugo Felix
14. Community Support - Carolyn Johnson Exhibit Event - Women's history
15. Junior League Sustainer Club
16. Juneteenth Houston Debrief Reception
17. Downtown District Safety Meeting (Collaborations)
18. Community Outreach: League City Historical Society
19. Community Support: Performing Arts Gala
20. Antioch Church Mural
21. Community Outreach: Village at Juneteenth Emancipation Park Booth - Toys and Brochures
22. Meet Freedmen's Bike Riders at Sam Houston Park - Pastor Purvis
23. Photo Shoot for Signature Chef's Dinner March of Dimes
24. Teams Call w HPARD Kenneth Allen, 125-year anniversary and fountain
25. Community Relations: Citywide Juneteenth Planning Committee
26. Juneteenth Houston Monthly Committee Meeting
27. Community Relations: Rice Gala with Harriett Baker Institute
28. Mayoral Candidate Forum for Parks and Open Space
29. Community Relations: DDLMUSA Press Conference
30. Community Relations: Central Houston Annual Meeting

31. Community Relations: DDLMUSA Gala
32. Community Relations: Aga Khan Meeting with MB
33. Community Outreach: Farias Early Childhood Center Toy Distribution for Pre-K Pals Toy Drive
34. Community Collaboration: Maritime Museum Tour
35. Visit to Adickes Studio
36. Earth Day at City Hall
37. Bryan Museum with Melissa (Working Lunch)
38. AIAH Speaker Series at Knapp Chevrolet
39. Ghost Hunting Beauties Zoom Call
40. Community Relations: Lynn Wyatt Park Opening
41. An Evening with Nikole Hannah-Jones and One Houston HPL
42. Dia de Los Muertos Kick Off for Board of DDLMUSA in Gallery
43. Community Relations: Holocaust Museum with Dr. Gary event
44. Houston Parks Board Luncheon Minnette and Angela
45. Community Relations: Humanities Texas Reception at Asia Society
46. Community Relations: Harris County Historical Society Dinner at Jr League
47. Community Relations: DDLMUSA Kick Off Reception
48. AIAH Zoom Meeting- Houston Historic Preservation Fair 2024
49. Council Member Gallegos presenting the Anniversary JFK Proclamation at City Council
50. Community Outreach: Promoting Women's History Month and Tours AMC
51. Community Support: HSPVA Luncheon
52. Gallery Relations: Private Tour with Judy Niquist
53. Community Relations: Exploring the RMS Titanic with Don Lynch
54. Caroline Hassell Walk-Through for Historical Landmark DAR
55. Community: Minnette at TIRZ 4 Meeting
56. Houston History Bus Houghton Mifflin Harcourt Reception and Tours (KN and Cottage)
57. AIAH Historic Resources Committee Happy Hour at Brasil's
58. Community Outreach: Aldine Branch HPL Fall Festival
59. Visit Houston Elevated Black History Tours - Zoom Meeting with ShaWanna Renee
60. NCAA Final Four X Downtown meeting
61. Juneteenth Houston City-Wide Planning Committee Meeting
62. Juneteenth Houston City-Wide Planning Committee Meeting
63. Juneteenth Houston City-Wide Planning Committee Meeting
64. Alan Douglas, Ann Taylor Downtown Redevelopment Authority
65. Juneteenth Houston City-Wide Planning Committee Meeting
66. Juneteenth Houston City-Wide Planning Committee Meeting
67. Podcast about THS - Spotlight Houston
68. Juneteenth Houston City-Wide Planning Committee Meeting
69. Community Relations: Ideson event renaming Texas Room (offsite)
70. Community Relations: State of the City 2023 - Individual Tickets
71. Community Relations: UH Houston History Magazine Event
72. Mark Folkes Private Tour, Hobby Center
73. Maritime Museum