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History San José



Preserving Our Heritage

Annual Report 2022-2023

Preserving our Heritage



As History San José enters its 75th year as a historical organization, I reflect on the past five years I've spent as History San Jose's President and CEO and how, in that relatively short time, I have seen History San José mature and grow in so many areas. The staff and I have brought new ideas, programs, and events to History San José. Hence I am very happy to share this Annual Report, highlighting many of the outstanding achievements and activities our staff and volunteers accomplished in the 2022-2023 fiscal year.

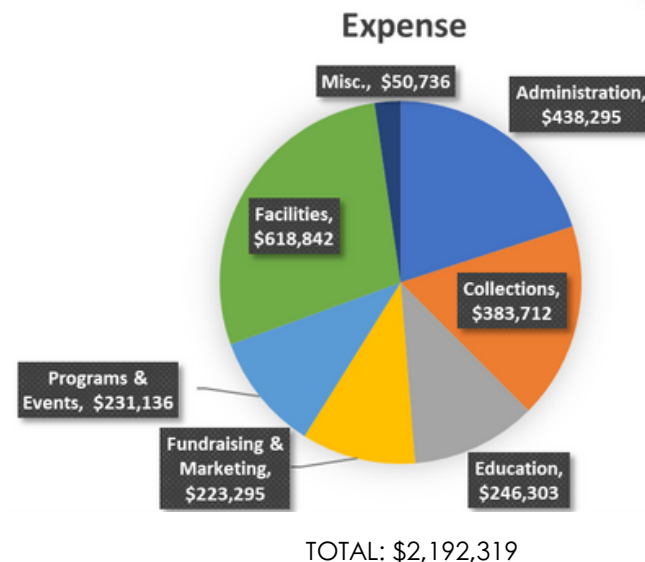
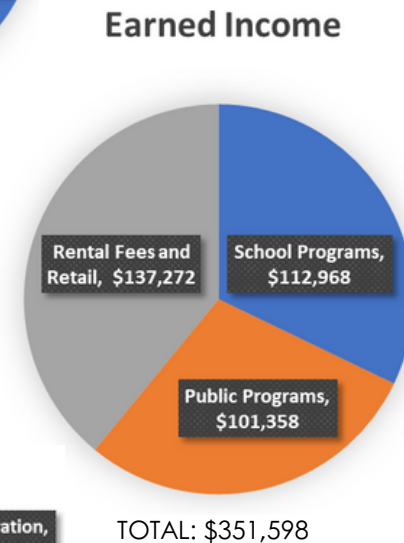
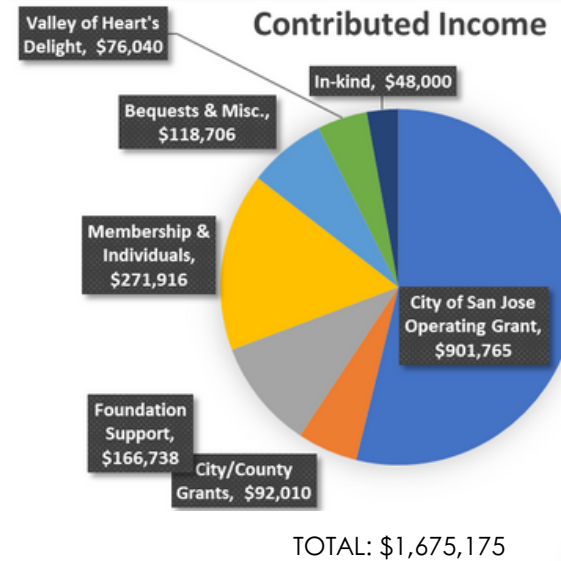
History San José has been showcasing the collective heritage of San José and the Santa Clara Valley in some form since the 1949/1950 centennial celebration of California statehood. Since that time, the Santa Clara Valley has gone from being known as the "Valley of Heart's Delight" to "Silicon Valley" and History San José has been collecting, preserving, and archiving many of the important milestones achieved by local individuals, companies, governments, and more.

I hope you enjoy reading the enclosed publication and I look forward to sharing progress updates with you. It's an exciting time for History San José and I am very proud to be leading such an amazing group of educators, curators, historians, and volunteers as we preserve the past for our collective future!

Bill Schroh, Jr.
President & CEO
History San José



Financials



Donors

History San Jose is grateful for these individuals, corporations, foundations and government agencies that supported our programs and operation during the 2022-2023 fiscal year:*

\$50,000+

Anonymous
Robert Bettencourt
City of San Jose
County of Santa Clara

\$10,000 - \$50,000

Hugh Stuart Charitable Trust
Silicon Valley Community Foundation
Rotary Club of San Jose

\$5,000 - \$10,000

Vietnamese American Cultural Foundation
Greg Bettencourt
Kiwanis Club of San Jose

\$2,500-\$5,000

Paulette and Tony Ornellas
Bonnie and Marv Bamburg
Deborah Gong Guy
Linda Lee Lester

\$500-\$2,500

Nancy Peters
Rod Diridon, Sr. and Gloria Duffy
National Financial Services
Farrington Historical Foundation
Garden City Construction
The Robert S. Kieve Foundation
LPL Financial
Michele and Steve Wymer
Surplus Strategy LLC
Alicia and Richard Dayton
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Jim True
Carrie Wooley
Dayton Law Firm
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Alida Bray
Chris and Joseph Di Salvo
Higgins-Shamrell
Sandra Jozefowicz
Lynne and Bill Schroh, Jr.
Schwab Charitable Fund

* Donors of \$500 or greater between July 1, 2022 and June 30, 2023.
Does not include Valley of Heart's Delight support nor membership dues.

Apologies for any omissions! Please contact us if we left you out at bschroh@historysanjose.org

Membership

In the FY 2022-2023 we hit a big milestone for membership--maintaining over 200 members for the first time since the pandemic. This was attributed to a membership acquisition campaign we ran from May through July. Through this campaign, we gained 63 members! We also saw the largest group of friends and family join us at History Park during our Red, White, and Blue Member's Picnic with over 200 people. In addition to the dazzling firework show courtesy of the San Jose Giants, families enjoyed free crafts, walking tours of the park, ice cream, and a glass blowing demonstration from the Bay Area Glass Institute. The event also was the debut of our self-guided walking tour.



Photo Credits: Tasi Alabastro

Collection Center

History San José's Collections and Exhibitions Team, which includes Research Library and Archives, curates and cares for the over 130,000 pieces in its collection, most housed in the 45,000+ sq ft warehouse located across from History Park. This year, we accepted over 40 new donations, including materials from the former Western Appliance store on West San Carlos Street.

Did you know... you can experience over 82,000 items from History San Jose's collection online? These include 100+ KNTV news films from the 60's recently added through the California Revealed program.

Collection Highlight: Lu Ryden Collection



Lu Ryden hosted two shows on KNTV in the 1960s aimed at an audience that was underserved at the time: housewives like her. Many of these long-lost interviews were donated to HSJ by Ryden's son, and are available online

at the Internet Archive, including her interview with comedian Flip Wilson at Bimbo's 365 nightclub.

On March 12, 2023 History San José suffered a devastating loss of the Nelson-DeLuz House in a two-alarm fire. Not only did the blaze affect the DeLuz House, the Leonard and David McKay Gallery next-door also sustained significant smoke damage. We want to thank those who generously donated to our Emergency Relief Fund.

Nelson-DeLuz House Fire



History San José's Annual Fundraiser

Valley of Heart's Delight Honoring Rod Diridon Sr.

On October 13, 2022 we honored Rod Diridon, Sr. at our annual Valley of Heart's Delight Fundraiser. The event's Fund-A-Need raised \$23,000 toward the Coyote Train Depot's move and restoration project.



Rod Diridon Sr. and Former State Senator Jim Beall seeing the *Rod Diridon, Sr.: A Life of Public Service* exhibit for the first time.



Photo Credits: Susan Harding

Save the Date: Thursday, October 10, 2024

Special Events & Rentals

In the fiscal year 2022-2023, the Special Events Department achieved a significant milestone, marking the largest year of events in the post-Covid era. We generated additional income and improved visitor experience through the revival of G&A's Gift Shop and Information Center and the launch of the HSJ Parking Team. Going forward, G&A will continue to be open on weekends and for special events.



History Park played host to over 50 events, drawing in nearly 100,000 visitors. The most attended events were cultural celebrations, car shows, and maker's fairs. We saw an increase in local companies and non-profits utilizing History Park for staff retreats, meetings, and fundraisers.

History San José affiliates played a pivotal role, contributing to these numbers by organizing 25 different educational and cultural events at History Park.



Education

History San José sparks curiosity and fosters cultural understanding through immersive field trips for thousands of young learners and educators annually. In the 2022-2023 school year, our Education Team engaged 8,158 in-person and 369 virtual participants in one of our 10 available programs.

Our Title I School Fund, launched in 2020, offers neighboring Title I schools these interactive learning opportunities and reimburses schools \$300 for transportation costs. In the 2022-2023 school year, we had over 1,200 participants, which accounted for 14% of the total number of school participants.

Do You Know the Way to San José?

In Spring 2022 HSJ partnered with Quimby Oak Middle School's Lobo School of Innovation for an exciting project: "Do You Know the Way to San Jose?" This year's program invited students to research, formulate, and design interpretive projects to be displayed throughout History Park, offering visitors valuable insights into the city's past.

With the secured funds from the City of San José, HSJ and LSI turned two of the projects into full-size art installations. Local artist Ramon Franco brought the students' visions to life and the installation will live at History Park for at least two years, periodically traveling to other local sites.



Students pose with My Ngoc Le of Lee's Sandwiches and their Janet Gray Hayes Memorial art installations.

Public Programs

History San José defines public programs as events, workshops, or happenings that are directly ticketed by HSJ with a level of cultural or educational focus.



This fiscal year included the introduction of several new public programs including a Sketchwalk program through the Carmela and Thomas Fallon house with San Jose Artist ambassador Suhita Shirodkar, the women's history "Celebrating Heritage, Community, and HERstories" event, the Spring Eggstravaganza, and a spring tea to highlight affiliate organizations.

The women's history event, in collaboration with Mosaic America, provided a space to enjoy lightning book talks and cultural performances throughout the park, while the Spring Eggstravaganza brought a highly sought egg hunt to the valley. At least 11,000 people visited History Park this year (excluding event rentals) and enjoyed our facilities.



Volunteers

Volunteers

History San José would not be the organization it is today without the support of dedicated volunteers. This past year, volunteers logged over 8,136 donated hours!

This year, six new weekend docents were recruited and trained as well as one new gardener and three special event volunteers. Two new special volunteer roles were filled: office information desk volunteer and summer research volunteer.



Partnerships

In addition to History San José volunteers, we have continued our partnership with the National Charity League, Willow Rose chapter. These volunteers help run our crafts and games at all of our special events like Spirit of '45, Antique Autos, San José Roots, and holiday events.

New partnerships this year include the Kiwanis Club of San Jose who used their connections with local key clubs to provide volunteer work days with students from Yerba Buena High School and Oak Grove High School.

