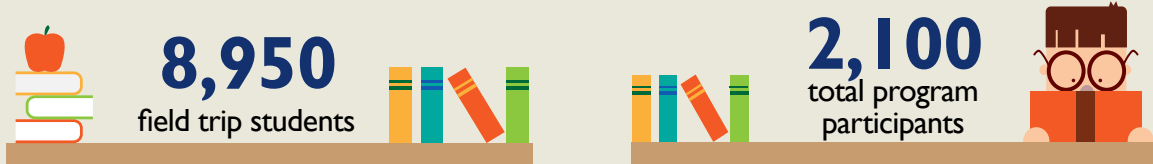


2015 ANNUAL REPORT

VISITATION

100,000 annual visitors  **18%** from the previous year.

EDUCATION PROGRAMS



VOLUNTEERS

88 volunteers provided a total of **6,226** volunteer hours.



MEMBERSHIP



GALA



\$122,100 net revenue

SOCIAL MEDIA



10,000 followers
@TampaBayHistoryCenter



15,000 followers
@TampaBayHistory



1,000 followers
@TampaBayHistory

2015 ANNUAL REPORT

SERVICE AND OUTREACH

HISTORY-TO-GO KITS



Served more than
400
students

HISTORY KREWE



40 presentations
reached **1,400** people

2015 GREAT AMERICAN TEACH-IN

1,180
students from
18 schools

COMMUNITY PARTNERSHIPS



Joined

Shore excursion for the
German cruise line



Participating

ARTIFACT COLLECTIONS

80,000
total objects in collections



900 light bulbs converted to LED,
eliminating harmful ultraviolet rays from the
collections storage



Our largest gift in 2015 was a donation of letters related to the U.S. Post Office in Tampa. The letters, donated by Frank A. Moorhead, were originally found in the trash by the donor's father, R. Moorehead, Sr., when the Post Office moved from its downtown office to Swann Avenue. Included with the letters are documents related to the transfer of the Post Office from Fort Brooke to Tampa.



Hosted
5
temporary exhibits

**Extracted Audited Financial Statements
for Fiscal Year Ended September 30, 2015
Tampa Bay History Center Foundation, Inc.**

BALANCE SHEET

Assets

Cash & Cash Equivalents	\$16,037
Operating Endowment Pledges Receivable, Net	\$10,998
Operating Endowment Fund	<u>\$10,565,855</u>
Total	<u><u>\$10,592,890</u></u> ①

Liabilities & Net Assets

Liabilities:	
Intercompany Receivable (Payable)	<u>\$18,193</u>
Total Liabilities	<u>\$18,193</u>

Net Assets:	
Unrestricted Fund	\$0
Temporarily Restricted Fund	\$1,099,170
Permanently Restricted Fund	<u>\$9,475,527</u>
Total Net Assets	<u>\$10,574,697</u>

Total	<u><u>\$10,592,890</u></u>
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STATEMENT OF ACTIVITIES - UNRESTRICTED

Operating Support and Revenue

Investment Return, Contributions and Donations and other Income	\$100,791
Net Assets Released From Restriction	<u>\$635,388</u>
Total Operating Support and Revenue	<u><u>\$736,179</u></u>

Operating Expenses

Management	\$150,735
Development	\$25,056
Donations Made to the Tampa Bay History Center	<u>\$560,388</u>

Total Operating Expenses	<u><u>\$736,179</u></u>
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① Excludes approximately \$4.1 million held at the USF Foundation in the Tampa Bay History Center Endowment Fund.

2015 ANNUAL REPORT

Extracted Audited Financial Statements for Fiscal Year Ended September 30, 2015

Tampa Bay History Center, Inc.

BALANCE SHEET

Assets

Cash & Cash Equivalents	\$117,241
A/R Government, Other and Paid Expenses	\$87,102
Inventory, Property & Equipment	\$5,870,099
Pledges Receivable, Net	\$231,172
Deferred Financing Costs - New Markets Tax Credit	\$39,382
Cultural Endowment Program Fund	\$640,945
Total	<u>\$6,985,941</u>

Liabilities & Net Assets

Liabilities:	
Accounts Payable & Other Accrued Expenses	\$236,782
Intercompany Receivable (Payable) - New Markets Tax	\$1,075,310
Line of Credit	\$150,000
Total Liabilities	<u>\$1,462,092</u>
Net Assets:	
Unrestricted Fund	\$4,749,166
Temporarily Restricted Fund	\$174,683
Permanently Restricted Fund	\$600,000
Total Net Assets	<u>\$5,523,849</u>
Total	<u>\$6,985,941</u>

STATEMENT OF ACTIVITIES

Unrestricted Operating Support and Revenue

Government Support	\$256,350
Earned Income, Contributions & Donations	\$1,608,606
Endowment Distributions from Foundations	\$100,770
Contributions In-Kind	\$49,120
Investment Return, Other Income & Net Assets Released From Restriction	\$385,923
Total Operating Support and Revenue	<u>\$2,400,769</u> ①

Operating Expenses

Program Services	\$1,324,072
Management	\$386,340
Fundraising	\$644,592 ②
Subtotal	<u>\$2,355,004</u> ③
Less: New Market Tax Credit Expenses	<u>(\$225,000)</u>
Total Operating Expenses	<u>\$2,130,004</u>

① Excludes the expected benefit associated with the New Markets Tax Credit program, which will be realized over time, and the Operating Endowment Supplement, which was specifically raised to augment revenues over a 7 year period

② Includes expenses associated with fundraising, marketing and special events.

③ Includes expenses associated with the New Market Tax Credit Program (approximately \$255,000)

NEW TRUSTEES



Fraser Himes has been a Florida Bar Board Certified expert in Family Law for almost 30 years. He is an experienced marital and family law trial lawyer who has litigated extensively throughout the Tampa Bay area and Florida.

Fraser has chaired the Family Law Rules Committee of The Florida Bar (2006-2007), served on the Executive Council of the Family Law Section of The Florida Bar, and is a member of the Family Law Sections of The Florida Bar, American Bar Association and the Hillsborough County Bar Association.

Fraser received his B.A. from Vanderbilt University and his J.D. from the University of Florida Law School. A lifelong resident of Tampa, both Fraser's father and grandfather practiced law in Tampa, and all three generations served as presidents of the Hillsborough County Bar. He was recognized as a Community Hero by one of the charities he serves and is known for his extensive pro bono contributions.



David K. Moore is Executive Vice President and Chief Corporate Banking Officer for The Bank of Tampa. A Tampa native, David has more than 19 years of banking experience, with special expertise in sales leadership, relationship management, and profit and loss management. As the Chief Corporate Banking Officer at Bank of Tampa, David is responsible for corporate banking as well as overseeing all bank operations, including IT and vendor management.

David holds a B.A. from the University of Florida. He was previously employed by SunTrust in Orlando as Senior Vice President – Commercial Team Manager. In addition to serving as a History Center Trustee, he serves on the Board of Directors for the American Heart Association, United Way Tampa Bay and Northeast Little League.



Janet Nichols brings more than 30 years of financial planning experience to the Tampa Bay History Center. A managing director and senior vice president of investments at Raymond James Financial, Janet is a Certified Financial Planner specializing in comprehensive financial planning, including retirement income, estate and tax planning, education funding and risk management. Janet was named in Barron's annual list of the top women advisors in the U.S. and is a member of Raymond James' prestigious Chairman's Council.

Janet is very active in her community and has a special interest in international affairs. She has served as a director and officer of the United Nations Association of Tampa Bay, as a member of Women's Leadership of the United Way of Tampa Bay, along with numerous other charitable and civic organizations.

Currently, Janet serves on the Tampa Bay Area Committee on Foreign Relations and the Florida Advisory Council of the U.S. Global Leadership Coalition. A graduate of USF's College of Business, Janet is also a member of USF's Dean's Advisory Council. A multi-generational Tampa native, Janet lives with her husband, Erik, and three children in South Tampa.

2015 ANNUAL REPORT

NEW TRUSTEES CONTINUED...

Bet Snyder brings more than a decade of commercial banking and financial management experience to the History Center's Board of Trustees. A 4th generation Tampa native and USF graduate, Bet has played an active role in the community, volunteering on the boards of numerous non-profit organizations, including the Metro YMCA Board of Directors, where she served in a variety of roles, including treasurer, vice chairman and chairman from 1994-2004.

She is currently a director of the Lowry Murphey Family Foundations.

TBHC FOUNDATION, INC.

Ken Souza joined the USF Foundation in December of 2008 and has 16 years of financial experience. He previously worked for the asset management arm of Fidelity Investments and in insurance portfolio investing for New York Life. As the USF Foundation's investment director, he oversees more than \$500 million in endowment and operating pool assets.

Ken graduated from Merrimack College in 2000 and earned an MBA from Suffolk University in 2005. Ken also serves on the advisory board for the Student Managed Investment Fund in the USF Muma College of Business and serves on the Investment Subcommittee for the Hillsborough Education Foundation.