

# 2016

# THE YEAR IN REVIEW

## THE TENDERLOIN MUSEUM IS...

- The district's **living room**, where neighbors meet, share stories, laugh, and learn together;
- An **economic engine**, drawing thousands of people to visit and spend money at local businesses; and
- An **historic resource**, showcasing the vibrant past and promising present of one of the most misunderstood districts in San Francisco.

## BY THE NUMBERS

Since opening in July 2015, the Tenderloin Museum has hosted:

**2,500** Museum visitors

**40** School groups from all over the Bay Area

**300** Neighborhood Walking Tours, led by Tenderloin residents

**5** Artists-in-Residence, creating new work about and for the Tenderloin

**3** Community Art Exhibitions featuring local students and artists recovering from substance abuse

**60** Free-Admission Wednesdays for Tenderloin residents

**500** Attendees at our day-long One Year Anniversary Celebration



**RECENT PRESS** Top Ten New Museums in the World, 2015 – The Guardian UK, Top Ten Coolest Niche Museums in San Francisco, 2016 – SFist, The Economist, USA Today, Los Angeles Times, NBC Bay Area, KQED, San Francisco Chronicle, SF Weekly, 7x7, 48 Hills, Juxtapoz, Time Out, Hoodline, Curbed

## WHAT PEOPLE ARE SAYING

"Love this place! It really highlights the liveliness and the importance of the Tenderloin in San Francisco's progressivism. Who knew the TL had such a wonderful history? I especially loved the exhibits of music, feminism, and the LGBTQ movement. So great to see dedicated folks trying to change the opinion of the TL." - Yelp

"Really interesting place for history on the area and to learn about the community and what the Tenderloin actually means and stands for to San Francisco...And if you go to the museum definitely do a walking tour, it will open your eyes and mind. The 3-D ceiling map is really cool." – Google+

"A special, quaint, and thought-provoking museum for one of my most favorite of neighborhoods rich in history and culture, with stories to be told and heard. Stop by and visit!" - Facebook



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## SUPPORTING AND CELEBRATING THE TENDERLOIN

Since opening in July 2015, we've hosted 60 public events offering cultural, artistic, and educational programming to all members of our community. These events complement our acclaimed permanent exhibition, an unparalleled collection of photographs and ephemera exploring the rich history of the Tenderloin.

These programs give our neighbors the opportunity to participate in meaningful gatherings that appeal to a wide variety of interests and individuals, reflecting our diverse district. Recent program partners have included:

- Glide Memorial Church
- SF Heritage
- Roxie Theater
- Asian Art Museum
- Intersection for the Arts
- California Historical Society
- Skywatchers
- Boys and Girls Club
- Jazz in the Neighborhood
- United Playaz
- Larkin Street Youth Services
- Soundwave
- GLBT Historical Society
- Litquake

We are proud to report that most of our support staffing is filled by local residents, and businesses report that our 1-3 events per week are having a direct impact on their bottom lines.

By offering high-quality, low or no-cost social experiences, the Tenderloin Museum improves many aspects of urban living, including increasing neighborhood camaraderie and pride, reducing individual isolation and stress, and providing a community space welcoming to all.

## LOOKING AHEAD

In 2017 and beyond, the Tenderloin Museum will continue to offer the stellar programs for which we have become known, while deepening our relationship to the neighborhood. Together with the district's most exciting activists, artists, and thinkers, we will re-imagine what the neighborhood has been and dream about what it might become. We hope you will donate this year to help make it happen!

The Tenderloin Museum offers many ways to support our work. As a member of our generous donor community, you'll receive access to members-only events, museum store discounts, and more. Please visit our website for more information: [www.tenderloinmuseum.org](http://www.tenderloinmuseum.org).

## THANKS

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