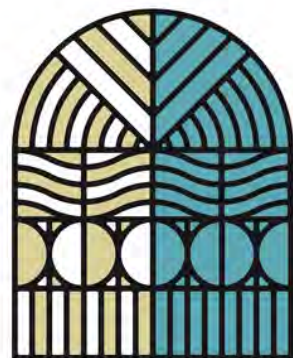


Annual Report

2021

Presented by the Friends of Lincolnville, Inc
Board of Directors



Lincolnville
Museum and
Cultural Center

Welcome from the President



Floyd Phillips
Friends of
Lincolnville
Board President



Welcome from the Treasurer



Loren Darden
Friends of
Lincolnvill
Treasurer



Executive Director's Report



Regina Gayle Phillips
Executive Director





Mission Statement

The purpose of the Friends of Lincolnville is to **preserve, promote, and perpetuate the heritage of African Americans in Lincolnville and Northeast Florida.** The board of directors will provide **guidance, resources, and governance** for the Friends of Lincolnville to advance its vision, mission and objectives.

History

1925-1968

School No. 2 opens as the first public high school for Black students in St. Johns County. After a series of name changes, the school became Excelsior Colored High and Graded School in 1929. The school operated until it was closed in 1968.

1969-2004

The Excelsior School building is alternately occupied by St. Johns County offices and private programs. When the building was abandoned, it was saved from demolition by a community effort.

2004

The Excelsior School building becomes the home of the Excelsior Museum and Cultural Center with former Excelsior graduate Otis Mason as president.

2012

The Excelsior Museum's name changes to the Lincolville Museum and Cultural Center to encompass the broader community. Friends of Excelsior becomes Friends of Lincolville, Inc. (FOLI)

2015

Otis Mason retired from the board and Floyd Phillips was elected as new board president.

2017

LMCC began a daily opening schedule with the help of board members and volunteers. Former board member Regina Gayle Phillips becomes acting director and introduces new programs and grant funding.



History

2017

The Doug Carn Jazz Series begins, which eventually becomes Lincolnville Presents: Jazz at the Excelsior. Community programs like Sunday Afternoon in Lincolnville and Living Legends enjoy strong community support.

2018

Florida Humanities Council sponsors the first Emancipation Day reenactment, which was attended by over 300 people, and a walking tour app.

A capacity building grant from the Institute of Museum and Library Services allowed for the hiring of the first full time employees: an Executive Director, an Assistant Director and a Communications Coordinator.

2019

A new exhibit, Lincolnville Lifeways, transforms the museum's first floor exhibit hall with the interpretive story of the people and places of Lincolnville. A new event, the Holiday Soiree was introduced as the kickoff to the jazz series. An Excelsior School preservation grant of \$500,000 was awarded from the National Park Service.



LINCOLNVILLE MUSEUM AND CULTURAL CENTER PRESENTS:

LINCOLNVILLE LIFEWAYS~
STORIES OF A PEOPLE FINDING THEIR WAY AS CRUSADERS, PIONEERS, AND PROVOCATEURS

Exhibition Opening

Museum Hours:
Tuesday-Saturday
10:30am-4:30pm

**Admission: Adults \$10, Youth \$5,
Group discounts for 20 or more**

Lincolnville Museum and Cultural Center
102 MARTIN LUTHER KING AVE.
ST. AUGUSTINE, FLORIDA
PHONE: 904.924.1191
EMAIL: LMCCSTAUG@GMAIL.COM
WWW.LINCOLNVILLEMUSEUM.ORG

History

2020

Jazz series sees record attendance for the first two and a half months but is forced to end when a pandemic struck killing millions of people throughout the world. The museum closed and staff pivoted to virtual programming. The Frank Butler virtual tour was the first virtual program fully researched, produced and filmed by LMCC staff.

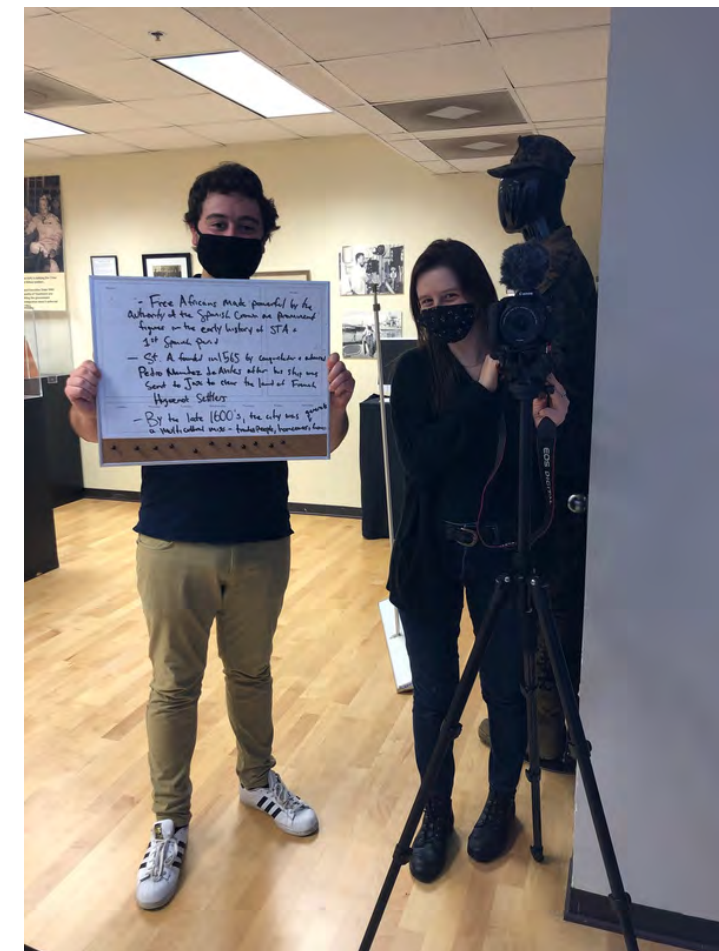
2021

The year begins with live programs still on hold. New virtual opportunities and challenges for programming stretched the still small staff. Volunteers were reluctant to return. Alternative ways to connect became the norm.

By the conclusion of the year, the museum holds reduced-capacity in-person events and plans for a scaled back Jazz 2022 season.



FRANK BUTLER



Jazz at the Excelsior 2022

Excelsior High School
102
Lincolnton Museum and Cultural Center

Show Time
7:30 p.m.

January 14	Mama Blue
February 11	Eric Carter
February 26	Longineu Parsons
March 11	Marcus Click
March 25	Catch the Groove
April 8	Party in a Box Band
April 29	Akia Uwanda

Florida
ST. JOHNS
CULTURAL COUNCIL
Museum Library
FAAHPN
Florida African American Heritage Preservation Network



About the LMCC

The LMCC began with a board made up of former educators and community leaders who set out to preserve the stories and history of the Excelsior school and surrounding communities.

A call to share photographs and memorabilia formed the foundations of the museum's collection. The museum continues to build its collection that includes oral histories and artifacts that help tell the 450 year heritage of the people of African descent who lived in Northeast Florida.

2021 At A Glance

2,387

Museum Visitors

3,023

Total visitors and
participants

531

Virtual program attendees

14

Group tours

Annual Programs

Lincolville Presents: Jazz at the Excelsior

This annual jazz series brings live performances to the Lincolville Historic District.

Jazz at the Excelsior was cancelled for the 2021 season and returned in January 2022.



LMCC invites you to the 2021 Living Legends Program

Living Legends

Sunday September 26, 2021
3:30 pm

Living Legends are those whose humble contributions have improved the lives of many. Once again the Lincolville Museum and Cultural Center will honor members of the St. Augustine community who have become legends in their own time.

Please join us for a virtual celebration of the 2021 honorees.

Lennette Pembleton Charles Ellis Douglas Swilley

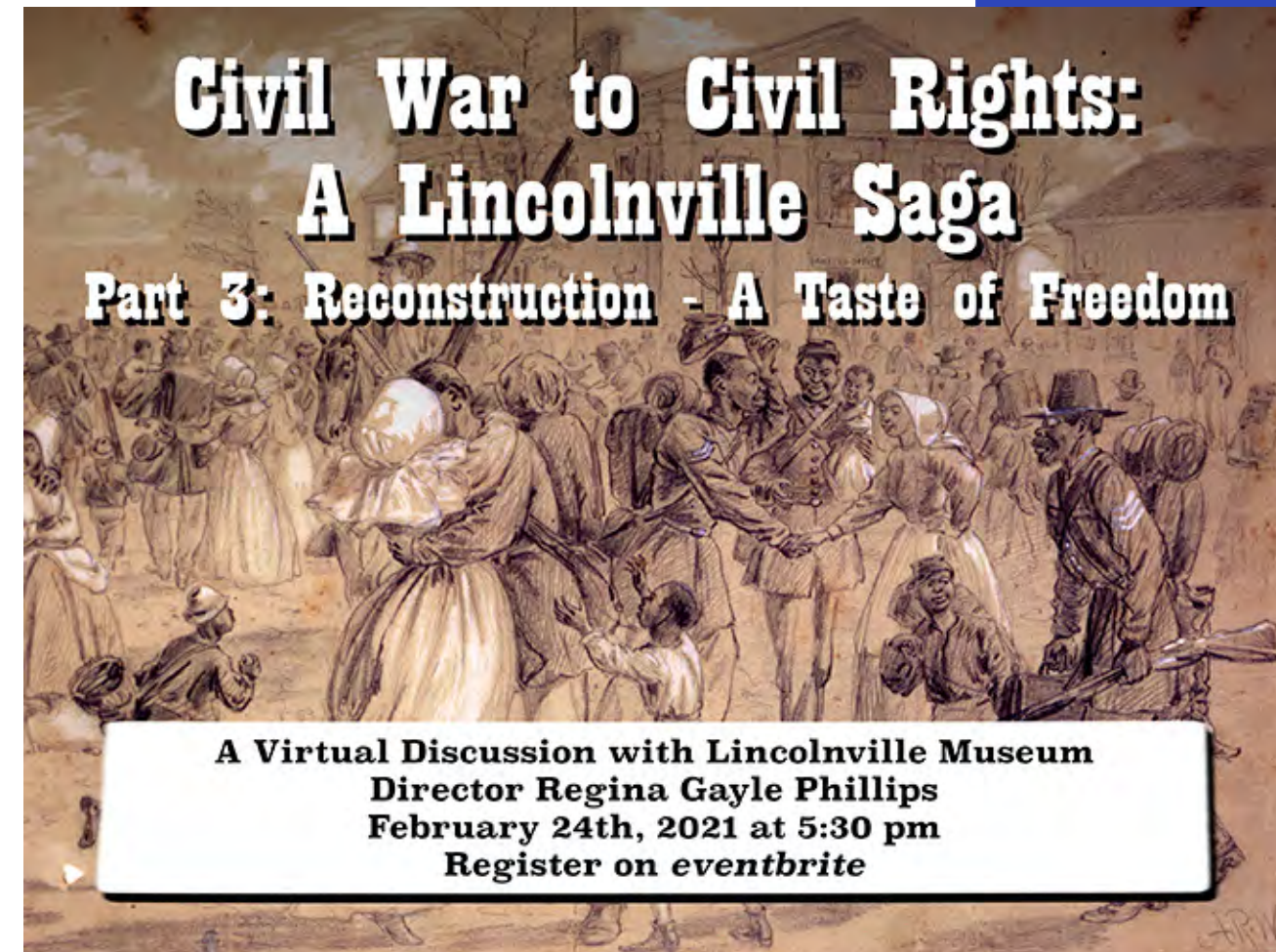
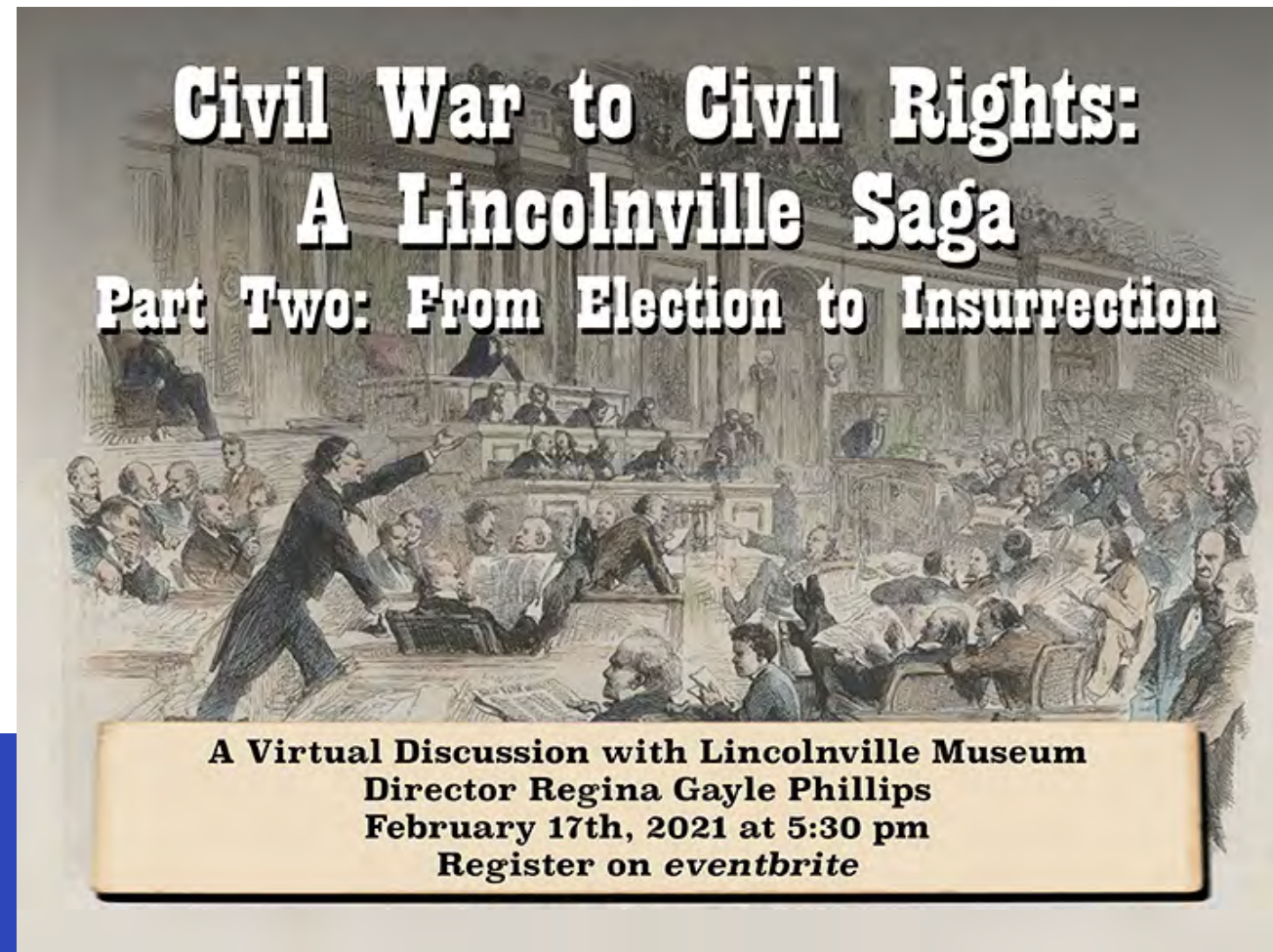
Lincolville Museum and Cultural Center
102 Martin Luther King Avenue, St. Augustine, FL 32084
<https://www.lincolvillemuseum.org/>

Museum Library Services ST. JOHNS COUNTY, FLORIDA TOURIST DEVELOPMENT COUNCIL VyStar Credit Union

Living Legends

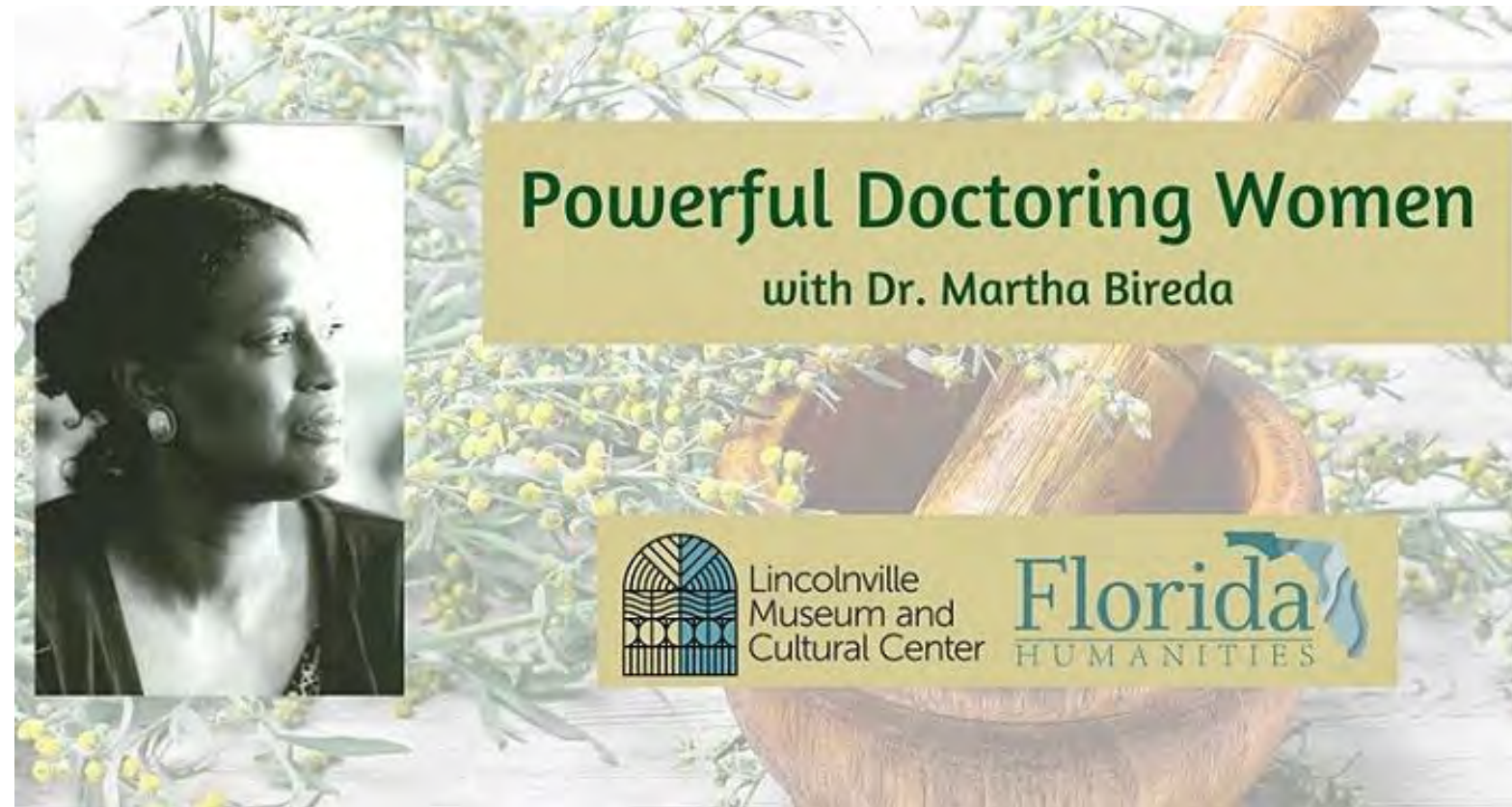
Living Legends honors those who have made contributions to the St. Augustine community and the world.

January to March



The virtual Civil War to Civil Rights Series kicked off virtually in January. This series covers 100 years of African American history from the 1860s through the 1960s.

January to March



For the first of our Florida Talks series, supported by the Florida Humanities Council, Dr. Martha Bireda presented on the women who provided essential medical care for enslaved populations.



RESILIENCE

Resilience: Black Heritage in St. Augustine, a community based collaboration launched in 2021. Over the course of the year, over 14 organizations in Northeast Florida presented programming on St. Augustine's Black history and culture.

Lincolnvillle Youth Arts Series

This partnership introduced members of the Boys and Girls Club to African and African American artists and art traditions from Romare Bearden's collages to the textiles of West Africa.

This project was made possible through a grant from the St. Johns Cultural Council, the Florida Division of Cultural Affairs and the State of Florida State of the Arts License Plate Grant Program.



Visitation

In 2021, guests came from all over to learn about St. Augustine's Black heritage.

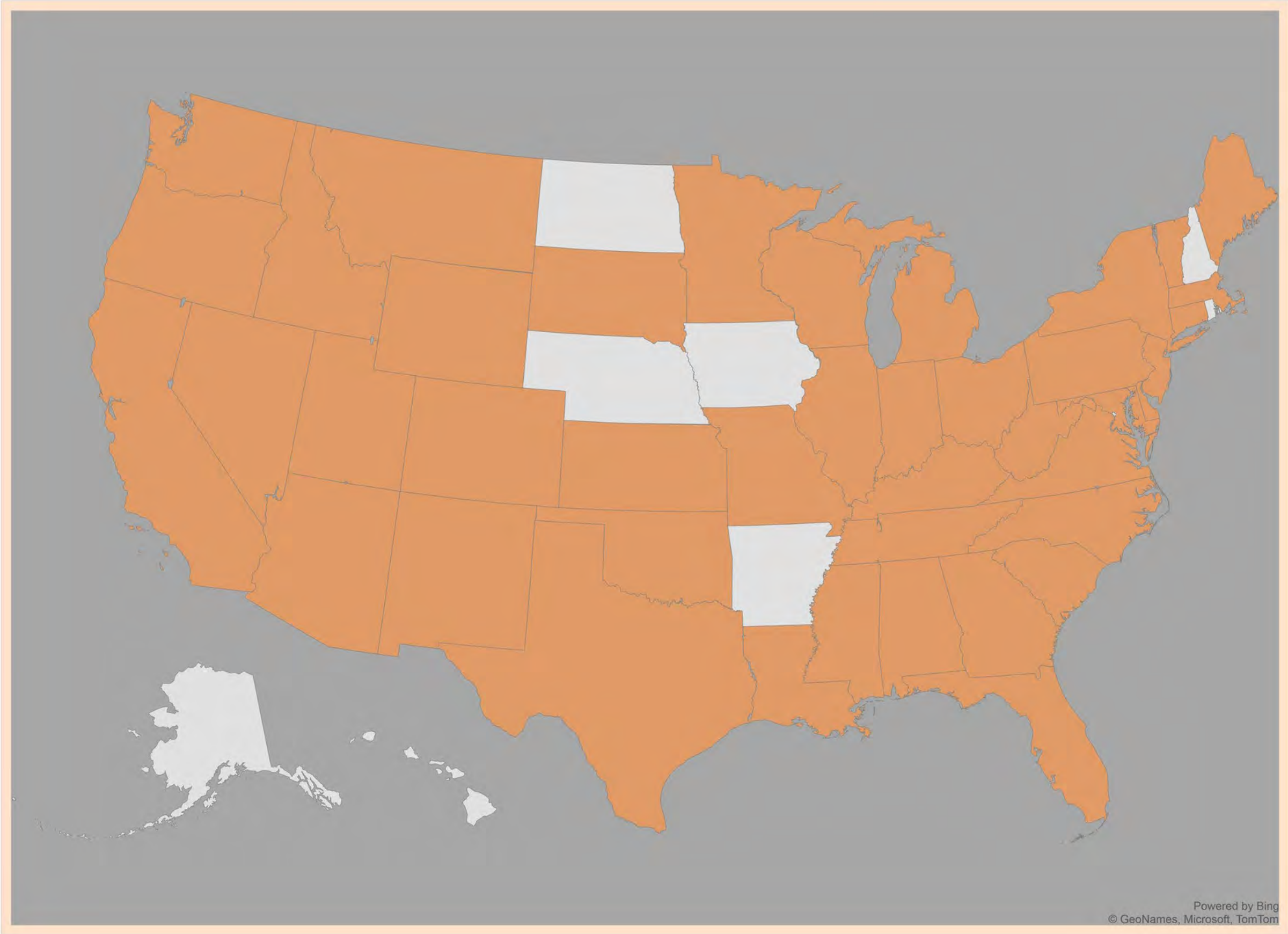
73% of visitors were from outside of St. Johns County!



Our farthest visitors came from the UK.



Visitors came from 42 states!



April to June

Sisters in the Struggle

Black Women's Political Participation in Florida



Thursday, April 8, 2021 at 5:30 p.m.
Virtual Presentation with Dr. Sharon Austin

Space is limited, registration is required



Funding for this program was provided through a grant from the Florida Humanities with funds from the National Endowment for the Humanities. Any views, findings, conclusions or recommendations expressed in this program do not necessarily represent those of Florida Humanities or the National Endowment for the Humanities

Our second Florida Talks lecture, supported by the Florida Humanities Council, featured Dr. Sharon Austin's presentation on Black women's political participation in Florida.



LMCC Director Gayle Phillips presented at Flagler College Archive's virtual Meet the Collections and Curators program, sharing some gems from the museum's collection.

April to June

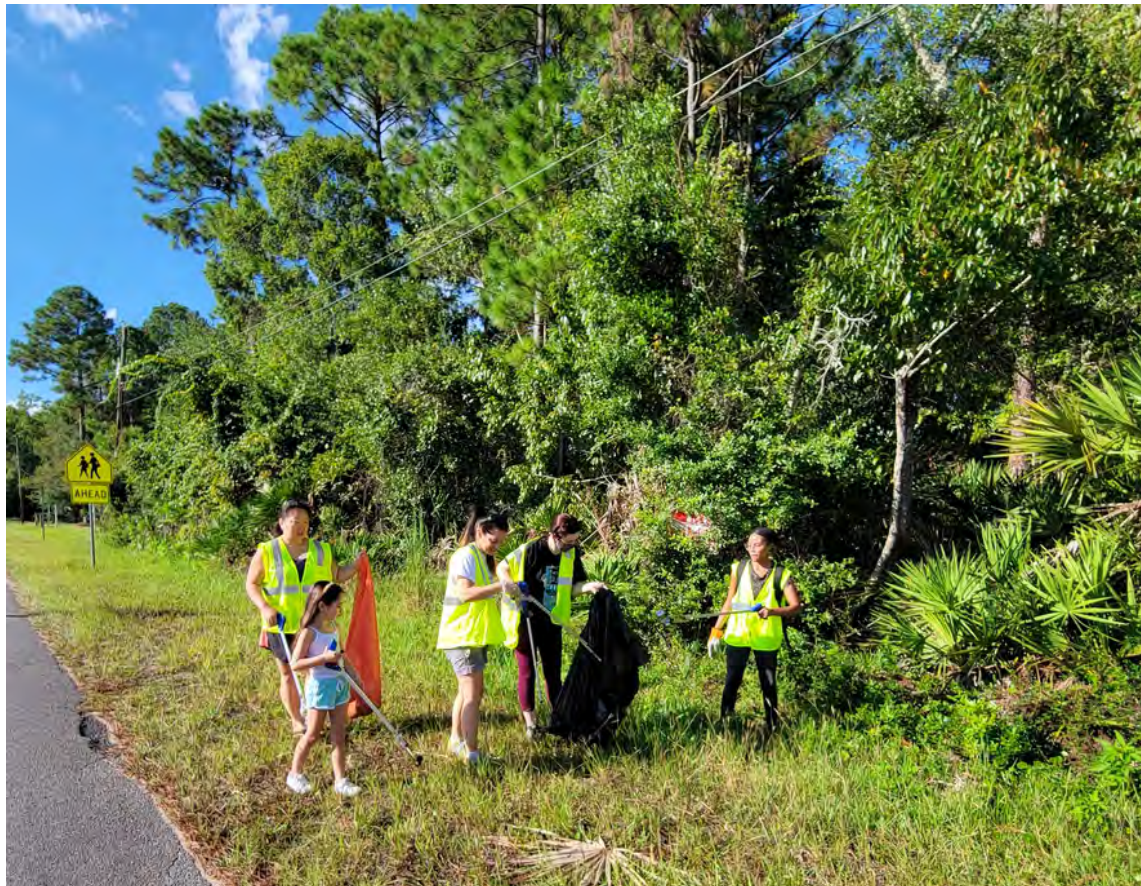


Our first digital kiosk exhibit, Women Who Made A Difference, explored the lives of five pioneering women who represent excellence.



The Florida Trust for Historic Preservation co-hosted three fundraisers that benefited the upcoming Green Book exhibit. Pictured is a civil rights walking tour in Lincolnville.

July to September



The LMCC was a sponsor of the first clean up event by the West Augustine Nature Society!

WASHING AWAY HISTORY

Washing Away History: Changing Tides at Fort Mose
Thursday, July 1, 5:30 p.m.

Fort Mose has gone from a hidden settlement to a key site in St. Augustine. Our virtual panel of scholars and heritage workers will discuss Fort Mose's changing role in St. Augustine's historical narrative.

Washing Away History: Digging For The Future At Fort Mose
Thursday, July 22, 5:30 p.m.

What happens when archaeological sites are threatened? Join our virtual panelists for a discussion on the past, present and future of archaeology at Fort Mose.

Presented By:

A row of logos for the event's sponsors. From left to right: a bell icon with the word 'RESILIENCE' below it; the 'UF' logo followed by 'George A. Smathers Libraries UNIVERSITY of FLORIDA'; a stylized archway icon followed by 'Lincolnville Museum and Cultural Center'; the 'FM' logo followed by 'FLORIDA MUSEUM'; and a house icon followed by 'ST. AUGUSTINE NATIONAL TREASURE UF UNIVERSITY of FLORIDA'.

We partnered with Governor's House Library, UF Libraries and the Florida Museum to explore the past, present and future of historical and archaeological research at Fort Mose. 300 viewers watched live and the two recordings have been viewed almost 800 times on YouTube!

July to September

Living Legends



Lennette Pembleton

Charles Ellis

Douglas Swilley

Lennette Pembleton, Charles Ellis and Douglass Swilley were honored as the 2021 Living Legends.

The poster features a yellow background with a red banner at the top left containing the St. Johns County seal and the text "St. Johns County, Florida 1821 2021 Celebrating 200 Years of Excellence". The main title "St. Johns County: Then, Now, and the Future Symposium" is written in a mix of bold sans-serif and red cursive fonts, with a microphone icon. The event details are listed below: "Saturday, July 17, 2021 2 p.m. - 4 p.m. Flagler College Auditorium 14 Granada Street, St. Augustine, FL 32084". A red banner with a yellow arrow labeled "Featuring" points to four circular portraits of speakers: Christina Parrish Stone, Dr. Thomas Graham, Dr. Ann Browning Masters, and Gayle Phillips. Below the portraits is the text: "Learn more about the fascinating history of St. Johns County and its many cultures, and discover ways we will share the stories of our history and culture in the future. **This event is free and open to the public.**"



Exec. Director Gayle Phillips presented on St. Johns County's Black history for the county's 200th anniversary symposium.

October to December

*The Lincolnville
Soul Food Dinner
Pop Up Series
“High On The Hog”*

Featuring a Southern Soul Food, Caribbean & Latin
cuisine twist with collaborations by
Chef Ariel Berrios & Chef Dustin Dailey

MONDAY OCTOBER 4, 2021
6:30 PM - 9PM
LINCOLNVILLE MUSEUM &
CULTURAL CENTER
GOOD.AFFORDABLE.TASTY



#BRINGINGITBACKTOWHEREITSTARTED
FOR INFO CALL 386-682-0245
TICKETS FOR SALE ON EVENTBRITE

High on the Hog, a pop-up dinner hosted by Chefs Tyrone Bennett, Ariel Berrios and Dustin Bailey, offered a taste of soul food and latin fusion.



Theresa Segal gestures to some of her pieces in *Lincolnville Thru Time*, an exhibit supported by the Community Foundation of Northeast Florida.

October to December

Lincolnville Historic Preservation & Restoration Society Presents:

Historic Lincolnville

FREE! **FESTIVAL** **BRING YOUR LAWN CHAIRS!**

NOVEMBER 13-14, 2021

"Honoring Our Lincolnville Seniors 80+ "

101-102 M. L. KING AVENUE, ST. AUGUSTINE, FL
LINCOLNVILLE MUSEUM AND CULTURAL CENTER



SPECIAL GUESTS:
AL & ANTHONY (DOUBLE A), DOUG CARN, CELLUS, MARKER 82, HEART OF ELAINE

PARKING AT THE CATHOLIC LOT FOR A NOMINAL FEE!

SATURDAY SENIOR HONOREE RECEPTION - 11 AM 12 NOON - 10 PM Local Talent Al & Anthony (Double A) Jazz Series - Doug Carn Trio Cellus - Marker 82 Heart of Elaine	SUNDAY - 1:00 - 5:00 PM CHURCH SERVICE Dr. Marvin Johnson and The New God Anointed Messengers SPEAKER: Minister Karla Tandy (First Baptist Church)
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FOR MORE INFORMATION CONTACT MADELINE WISE: 904-504-4251

The museum participated and co-sponsored an event during the annual Historic Lincolnville Festival in November.

We ended the year with the Holiday Soiree, looking forward to the 2022 jazz season.



Save the Date!
Holiday Soiree

Lincolnville Museum and Cultural Center
102 M. L. King Avenue, St. Augustine

Friday, December 3rd, 2021
5:30 - 8:30 pm, \$40.00 pp

Put on your holiday best and tour the newest exhibits!

Enjoy a night of joy and cheer!

FOLI Board Members



President - Floyd Phillips
Vice President - Mary Stroman
Treasurer- Loren Darden
Secretary- Judith Liphardt
Ronald Bailey
Dr. Dorothy Headley Israel
Kenneth McClain
Chris Moser
Sandra Parks
David Stroman
Viola White
Henry White

Membership Profile

In 2021 we grew by 77 annual members and 11 lifetime members to a total of 239! Thank you for your support of the Friends of Lincolnville, Inc and the LMCC.



Excelsior Preservation

Construction began thanks to a National Park Service historic preservation grant which included creating a watertight seal to the exterior and reorganizing interior spaces.

Phase I: National Park Service Grant

Newly renovated spaces include: the Archive room, the Sitiki multipurpose room and a media center plus four new bathrooms and electrical upgrades on the second floor.

\$500,000

Deteriorating office spaces were restored and repurposed. New flooring and fresh paint has given the area a fresh look.



Excelsior Preservation

A \$1 million grant was secured for the Phase 2 preservation of the historic Excelsior building, which was funded by the Florida Department of State.



Phase II: Excelsior Restoration

This grant was funded under the Department of State's African American Cultural and Historical Grant, which will provide \$1 million to help restore the historic Excelsior building.

\$1,000,000

This grant required a match which through your donations, helped us to raise the \$250,000 needed. Renovations will include a new roof, elevator, HVAC system and theater room.



Join the Advisory Committee!

Members can help the Friends of Lincolnville Inc., with community relations, marketing, planning, events and much more!

Email lmccstaug@gmail.com to get more information on joining the advisory committee.

A Look Ahead

The future of the LMCC is promising. New programs, lectures, exhibits and collaborations and the return of old favorites like jazz and Living Legends. Look for innovative approaches to those programs as well as we expand our audiences and offerings.

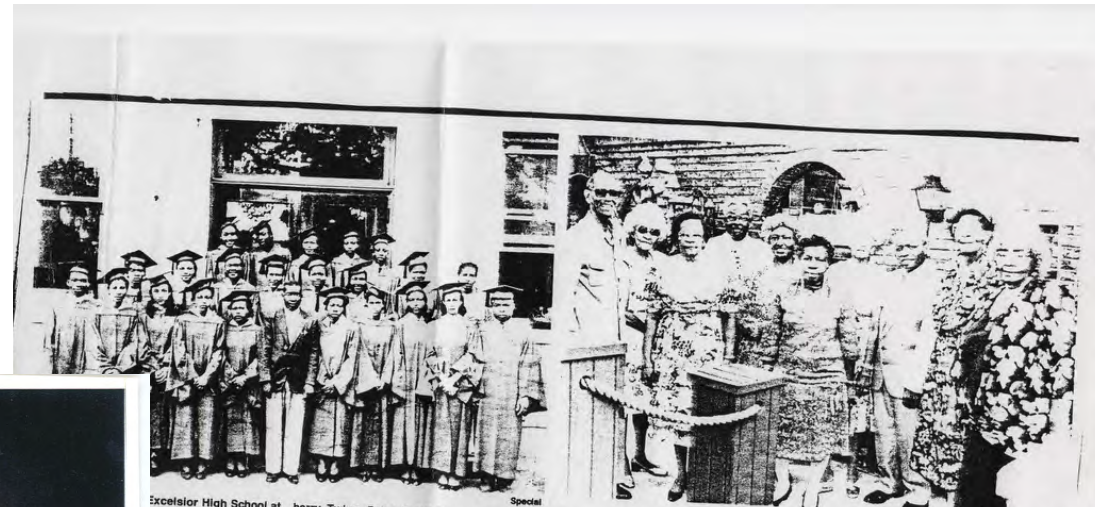
An exhibit on the Green Book is scheduled to debut in fall 2022. It will highlight the Black businesses that once thrived in St. Augustine at a time when segregation prohibited access to white establishments. The Green Book was a directory of businesses that were Black owned or accepted Black patronage.

Operations continue to improve, attendance is growing and community recognition is expanding. The future includes fundraising plans to establish an endowment for long term success of the museum.



Excelsior 100

June 2024 will kick off a year of events leading to the 100th anniversary of the Excelsior School Building. Look out for more details as the anniversary nears.



Excelsior High School at 190 included front row, Willie Mae Olla Thompson, Etta Thomas, Minnie Richard J. Murray, Earline Jackson Scott, Bernice and Katherine
berry Twine, Daisy Small Thomas, Willie Mae Williams, Rosalie Lamb White, Lisa Sanks Blanton, Gladys Kelp; and third row, Eunice Myers Wilson, Artie C. Williams, Ruth Wilson Ham, Bernice Williams, Willard Rose, Jessie Mae Jackson Justice, Alma T. Smith Murphy, sponsor row. Katherine Adrian Gibson.

Excelsior class has 50th reunion

Members of the Class of 1943 of Excelsior High School gathered last weekend for a 50th reunion celebration. Festivities began with a banquet at the South Seas Restaurant, and continued Saturday with T-shirt day and a picnic at the home of the late...





See you next year!