



The Moore-Lindsay Historical House Museum

Operated by the Cleveland County
Historical Society

2022 Annual Report

Board of Directors

Robertson Million
President

Vernon Maddux
Vice-President

Sue Schrems
Treasurer

Riley Million
Secretary

Barbara Million
Historian

Mae D. Cox

John Hughes

Staff

Amy Pence
Museum Manager

The Moore-Lindsay Historical House Museum (MLHHM) was founded in 1974 as the Norman-Cleveland County Historical Museum, the result of a collaboration between the City of Norman and the Cleveland County Historical Society (CCHS). The museum is housed in a beautiful Victorian-style home that was built in 1899 and is a prime example of the success that middle-class families found in Oklahoma Territory. The Historical Society is proud to continue to serve as stewards of the property, which is listed on the National Register of Historic Places.



Our mission is to research, preserve, publicize, and perpetuate the history and genealogy of Cleveland County, Oklahoma and its people, and to assemble and display objects of historical interest and significance.

Organizational Goals

Educational Programming and Visitor Experiences

Enhance current educational programs, continue to improve the quality and creativity of exhibits and events, and inspire guests to visit multiple times.

Preservation & Research

Continue researching and preserving artifacts that the museum currently stores, and provide easy access to research materials for the community.

Audience Diversity

Extend offerings for different ages, citizen groups, and organizations within the community.

Community Engagement

Develop new partnerships with other cultural and educational entities in the community in order to broaden the museum's reach to a wider audience.

Fundraising

Seek out new fundraising sources locally and nationally.

For more information on CCHS's goals and strategies for success, our full 2019-2024 Strategic Plan can be viewed online at www.normanmuseum.org/strategicplan.

2021 Programming

Exhibits

- Proper Ladies: Dressing to Impress in the Victorian Era
- Annual Quilt and Textile Arts Show
- Christmas in Oklahoma Territory

Micro-Exhibits

- The Language of Flowers
- Domestic Killers
- 7 displays created by Junior Curators

Events

- Fall Exhibit Opening Reception
- Smithsonian Magazine's Museum Day
- Trick-or-Treat at the Moore-Lindsay
- Annual Christmas Open House

Events, cont'd

- Author Meet & Greet for *Griffin Memorial Hospital*
- Junior Curator Micro-Exhibits Opening Reception
- 2 Paranormal Investigations

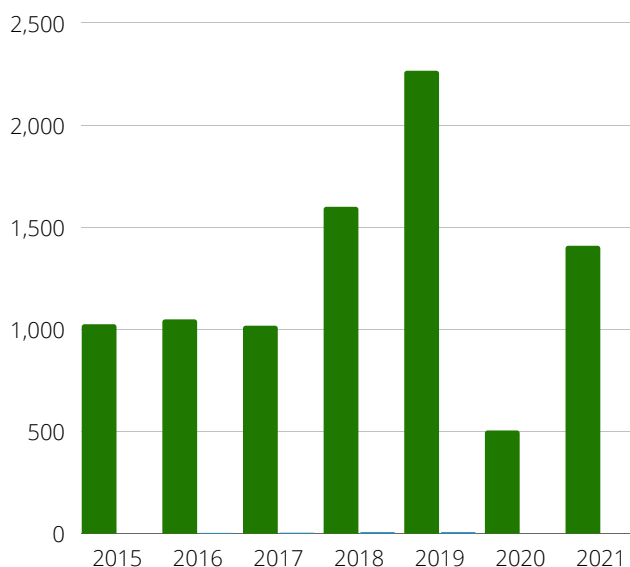
Educational Programs

- Summer Learning Day
- Children's Summer History Camp Series (8 sessions)
- Homeschool Day
- 8 field trips, educational group tours, private workshops, and outreach events

Coming in 2022

Museum staff has planned 4 exhibits, 3 micro-exhibits, 14 educational workshops and camps, 7 events, and 3 fundraising events in 2022. Additionally, a local art show is in the early planning stages, to take place in summer or fall 2022. Staff will also conduct field trips, educational group tours, and private workshops as requested by local schools, homeschool groups, clubs, and other organizations.

Visitor Numbers



Archive

CCHS houses its historical collection in the archive room of the Moore-Lindsay Historical House Museum. CCHS collects items of historical significance relating to Cleveland County from the years just prior to the first Oklahoma Territory Land Run to the present day. The majority of the archival collection focuses heavily on documenting Cleveland County's history during Oklahoma's territorial period and early statehood, roughly 1880-1930. Expanding the materials in the archives is an ongoing effort, and more recent donations move the collection's timeline into the middle of the twentieth century. **The collection consists of more than 5000 items**, including paper archives, photographs, slides, recordings, books, newspapers, furnishings, and artifacts. Additionally, recent donations of approximately 50 artifacts and tens of thousands of photographs (donated by a local photo studio in 2019) are awaiting processing and digitization in order to be added to the archive.

Fees & Income

Admission: Free

Workshops, camps, etc.: \$5/person

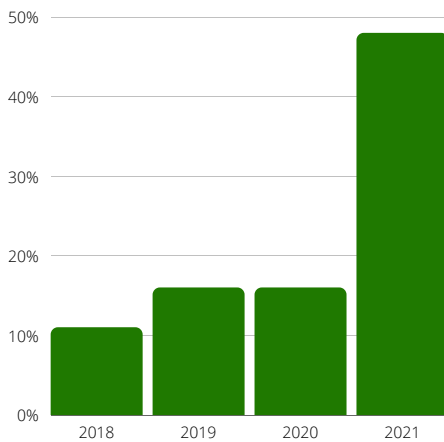
Photographer Fees: \$50/hour

Rental Fee: \$50/hour

Birthday Party Package: \$150

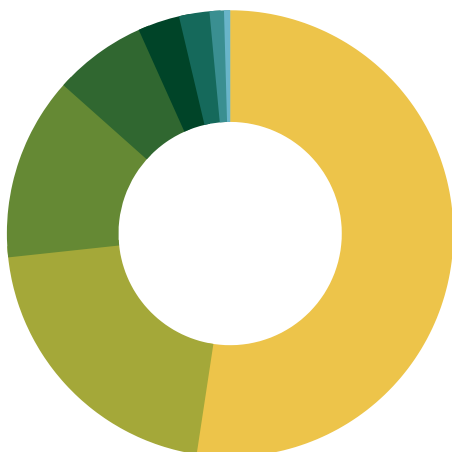
In an effort to keep the museum accessible to as many people as possible, the Moore-Lindsay Historical House Museum does not charge an admission fee. Additionally, our camps and workshops are priced at an affordable \$5 per person for each session. Because these income sources are limited, CCHS is continually seeking additional sources of funding. CCHS offers the historical house as a set for photographers, the house and carriage house can be rented out for small events, and the museum also offers a Victorian tea party birthday party package.

Percentage of Expenditures
Paid By Non-City Funds
2018-2021



Additional income sources include the museum gift shop, grants, royalties on CCHS books, and fundraisers. In 2021, the society published a new CCHS book on local history, conducted a raffle fundraiser, and partnered with a local paranormal investigation group to conduct investigations at the historical house with a portion of ticket sales benefitting the museum. The museum was also chosen by the Oklahoma Department of Libraries to receive a grant in 2022 of approximately \$3200 of ARPA funds. Staff continues to seek additional fundraising and grant opportunities.

Percentage of Expenditures
Paid By Income Source 2021

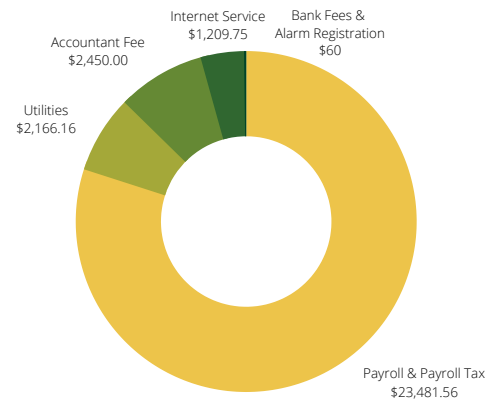


- City of Norman Grant Funds - 52.4%
- Grants - 20.9%
- Existing CCHS Funds - 13.3%
- Gift Shop, Book Sales, Membership Dues, & Book Royalties - 6.7%
- Investments & Endowments - 3.0%
- Donations - 2.2%
- Camp, Workshop, & Tea Party Enrollment Fees - 1.0%
- Rentals, Photographer Fees, & Birthday Parties - 0.4%

Use of 2021 City Funds

City of Norman funds are used to pay for the basic necessities of running the museum: the museum manager's salary, the cost of utilities for the building, and fees for the accountant who handles museum payroll and taxes. This frees up funding from other sources to cover the costs of museum programming and necessary supplies. Other uses of City funds include providing internet service for museum staff to use for research purposes, paying bank account fees for the account holding the funds, and paying the fee for the yearly City of Norman registration for our alarm system. At this time, it would be impossible to continue operating the museum without this essential funding.

Use of 2021 City Grant Funds



Funding Request for 2022

CCHS was appointed by the City of Norman to serve as guardian of the Moore-Lindsay Historical House Museum in 1974. The society has proudly served in that role since that time, with the support of an annual grant from the City. Since 2015, that grant has been for \$30,870 a year. In the last six years, while city funding has remained stable, there has been an increase in educational programming, exhibits, and events offered at the museum, all of which have increased museum visitation. CCHS has also seen an increase in material donations to the museum; these donations of artifacts, photographs, and manuscripts help the MLHHM to present a more thorough and accurate history of Norman and Cleveland County, but all new materials to the museum have to be accessed and archived by museum staff. Currently, the museum manager is the sole staff person at the museum, working part-time, 30-hours per week with a salary of under \$24,000 per year. The manager fills the roles of executive director, registrar, docent, curator, marketing department, housekeeper, educator, volunteer coordinator, gardener, researcher, outreach coordinator, social media manager, webmaster, networking liaison, and events coordinator. Sadly, because there is only one staff person, the museum must close if she is busy teaching a museum workshop or camp session, out of the office attending professional development classes or community meetings, or out sick. One solution to this issue would be the hiring of a second staff person. Additionally, CCHS is seeking to offer health insurance to the museum manager, as this is a priority in maintaining the current staff and in becoming a more equitable workplace.

CCHS humbly requests that the annual grant from the City be increased from \$30,870 to \$41,500 in order to hire a second staff person and provide health insurance benefits for the museum manager.

This funding increase would set the stage for the museum to grow by leaps and bounds in the next few years. If the City were to grant this request, the current museum staff would be extremely grateful and is committed to using these funds to expand the positive effects that the museum has on Norman via community-responsive programming, policies focusing on equity, exhibits featuring diversity, and outreach to local schools and community groups to assess their educational needs and offer assistance.

2022 Budget

Projected 2022 Income

Unrestricted Income

City of Norman Grant Funds	\$30,870
Norman Arts Council Grant	\$4,000
Donations	\$1,500
Gift Shop, Book Sales, Membership Dues	\$4,000
Rentals, Photographer Fees, & Birthday Parties	\$300
Camp, Workshop, & Tea Party Enrollment Fees	\$800
OKC Community Foundation Fund Interest	\$1,150
Book Royalties	\$400
Oklahoma Historical Society Grant 2021	\$2,000
Interest from Bank Accounts	\$10

Total Unrestricted Income **\$45,030**

Restricted Income

Interest on CD	\$675
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Total Restricted Income **\$675**

Total Income **\$45,705**

Projected 2022 Expenses

Payroll & Payroll Tax	\$25,000
Accountant Fees	\$2,500
Banking, PayPal, Stripe, & Square Fees	\$100
Utilities	\$2,900
Internet Service	\$1,300
Supplies	\$3,000
Events and Programming	\$4,000
Staff Development & Organizational Dues	\$1,000
Gift Shop Stock	\$800
Postage & Advertising	\$1,000
Website	\$400
Miscellaneous	\$1,000
OHS 2021 Grant Project	\$2,000

Total Expenses **\$45,000**



2021 Financial Statement

2021 Income

Unrestricted Income

City of Norman Grant Funds	\$30,870.00
Norman Arts Council Grant	\$4,000.00
Donations	\$1,299.54
Gift Shop, Book Sales, Membership Dues	\$3,806.25
Rentals, Photographer Fees, & Birthday Parties	\$260.00
Camp, Workshop, & Tea Party Enrollment Fees	\$612.24
OKC Community Foundation Fund Interest	\$1,105.00
Book Royalties	\$149.35
Oklahoma Historical Society Grant 2020	\$2,148.54
Oklahoma Historical Society Grant 2021	\$6,164.41
Interest from Bank Accounts	\$8.95

Total Unrestricted Income **\$50,424.28**

Restricted Income

Interest on CD	\$670.09
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Total Restricted Income **\$670.09**

Total Income **\$51,094.37**

2021 Expenses

Payroll & Payroll Tax	\$23,881.56
Accountant Fees	\$2,450.00
Banking, PayPal, Stripe, & Square Fees	\$87.65
Utilities	\$2,166.16
Internet Service	\$1,209.75
Supplies	\$2,448.82
Events and Programming	\$3,521.58
Staff Development & Organizational Dues	\$782.73
Gift Shop Stock	\$9,049.78
Postage & Advertising	\$819.41
Website	\$193.98
CCHS Book Research Costs	\$3,132.00
OHS 2021 Grant Project	\$6,851.41
Miscellaneous	\$2,321.18

Total Expenses **\$58,916.01**

Unrestricted Income v. Expenses,
Budget Shortfall or Overage:

(\$8,491.73)

statement continued on next page

2021 Financial Statement, Cont'd

2021 End of Year Account Balances

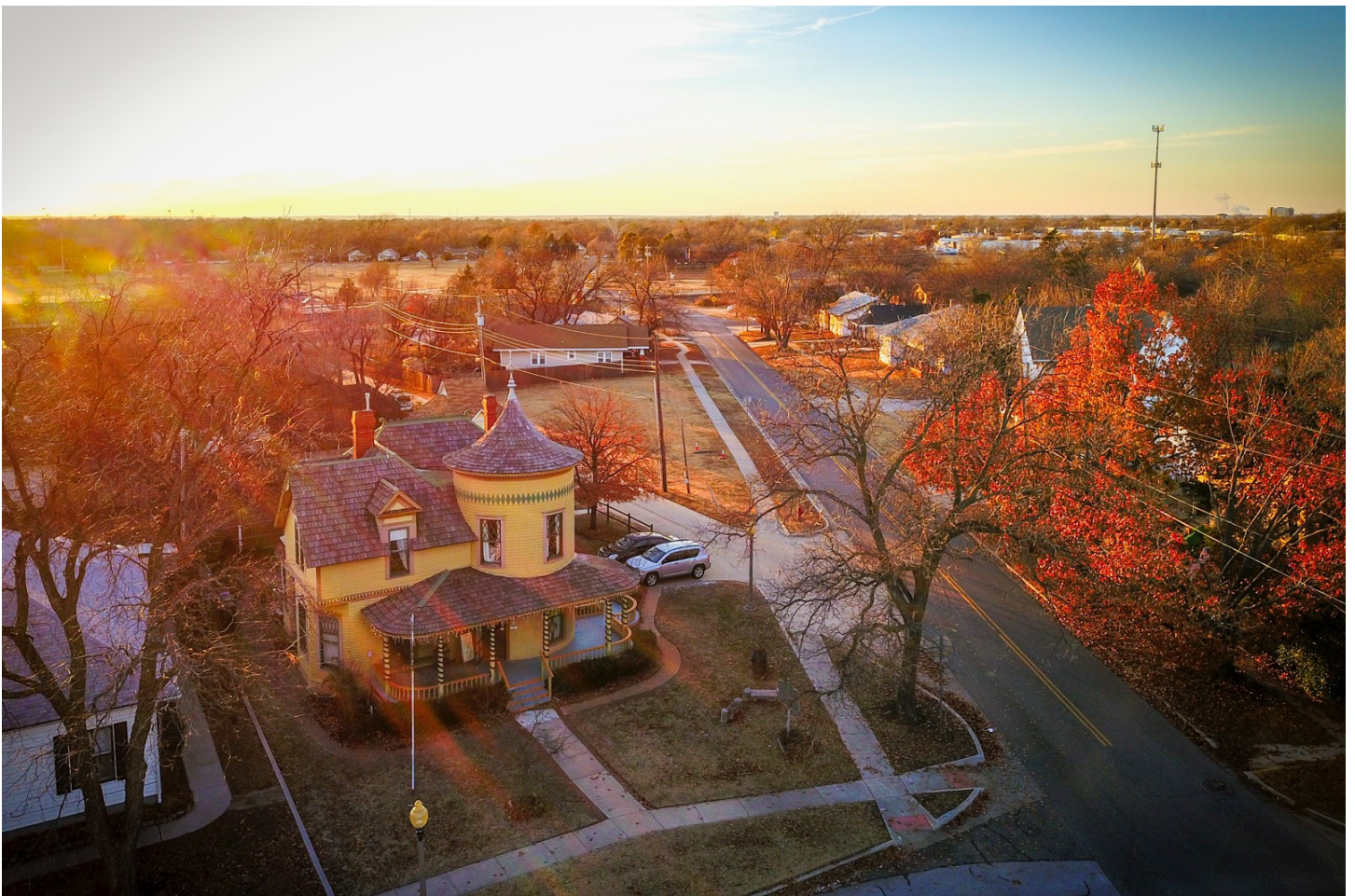
Unrestricted Assets

City of Norman Grant Fund	\$20,595.78
CCHS Operating Fund	\$9,826.64
NAC Grant Fund	\$6,680.96
Restoration Fund	\$3,221.89
CCHS Books Account	\$2,359.21
PayPal	\$474.52
Total Unrestricted Assets	\$43,159.00

Restricted Assets

Carpenter's Lace Restoration Fund	\$3,050.00
CD	\$38,761.99
OKC Community Foundation Endowment	\$10,000.00
Total Restricted Assets	\$51,811.99

Total Assets	\$94,970.99
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2020 Form-990-EZ

Form **990-EZ**

Short Form Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Go to www.irs.gov/Form990EZ for instructions and the latest information.

OMB No. 1545-0047

2020

**Open to Public
Inspection**

Department of the Treasury
Internal Revenue Service

A For the 2020 calendar year, or tax year beginning , 2020, and ending , 20

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization CLEVELAND COUNTY HISTORICAL SOCIETY		D Employer identification number 73-1051970
	Number and street (or P.O. box if mail is not delivered to street address) Room/suite 508 NORTH PETERS AVENUE		E Telephone number
	City or town, state or province, country, and ZIP or foreign postal code NORMAN, OK 73069		F Group Exemption Number ▶

G Accounting Method: ☒ Cash ☐ Accrual Other (specify) ▶ **H** Check ☒ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).

I Website: ▶ **J** Tax-exempt status (check only one) - ☒ 501(c)(3) ☐ 501(c)() (insert no.) ☐ 4947(a)(1) or ☐ 527

K Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other

L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ **43,103**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I ☒

Revenue	1 Contributions, gifts, grants, and similar amounts received	1	42,045
	2 Program service revenue including government fees and contracts	2	
	3 Membership dues and assessments	3	
	4 Investment income	4	681
	5a Gross amount from sale of assets other than inventory	5a	
	b Less: cost or other basis and sales expenses	5b	
	c Gain or (loss) from sale of assets other than inventory (subtract line 5b from line 5a)	5c	
	6 Gaming and fundraising events:		
	a Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	
	b Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	
c Less: direct expenses from gaming and fundraising events	6c		
d Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d		
7a Gross sales of inventory, less returns and allowances	7a		
b Less: cost of goods sold	7b		
c Gross profit or (loss) from sales of inventory (subtract line 7b from line 7a)	7c		
8 Other revenue (describe in Schedule O)	8	377	
9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	43,103	
Expenses	10 Grants and similar amounts paid (list in Schedule O)	10	
	11 Benefits paid to or for members	11	
	12 Salaries, other compensation, and employee benefits	12	22,652
	13 Professional fees and other payments to independent contractors	13	2,400
	14 Occupancy, rent, utilities, and maintenance	14	2,464
	15 Printing, publications, postage, and shipping	15	112
	16 Other expenses (describe in Schedule O)	16	9,582
17 Total expenses. Add lines 10 through 16	17	37,210	
Net Assets	18 Excess or (deficit) for the year (subtract line 17 from line 9)	18	5,893
	19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	99,055
	20 Other changes in net assets or fund balances (explain in Schedule O)	20	
	21 Net assets or fund balances at end of year. Combine lines 18 through 20	21	104,948

For Paperwork Reduction Act Notice, see the separate instructions.

Form 990-EZ (2020)

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V ☐

	Yes	No
33 Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O		X
34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O. See instructions		X
35 a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?		X
b If "Yes," to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O		
35c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III		X
36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		X
37 a Enter amount of political expenditures, direct or indirect, as described in the instructions	37a	
b Did the organization file Form 1120-POL for this year?	37b	X
38 a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?	38a	X
b If "Yes," complete Schedule L, Part II, and enter the total amount involved	38b	
39 Section 501(c)(7) organizations. Enter:		
a Initiation fees and capital contributions included on line 9	39a	
b Gross receipts, included on line 9, for public use of club facilities	39b	
40 a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911; section 4912; section 4955		
b Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	40b	X
c Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958		
d Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization		
e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T	40e	X
41 List the states with which a copy of this return is filed	OK	
42 a The organization's books are in care of	Sue Schrems	Telephone no. 405-364-9647
Located at	508 NORTH PETERS AVENUE, NORMAN, OK	ZIP + 4 73069
b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country	42b	X
See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		
c At any time during the calendar year, did the organization maintain an office outside the United States? If "Yes," enter the name of the foreign country	42c	X
43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041-Check here and enter the amount of tax-exempt interest received or accrued during the tax year	43	
44 a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	44a	X
b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	44b	X
c Did the organization receive any payments for indoor tanning services during the year?	44c	X
d If "Yes," to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	44d	
45 a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	45a	X
b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ. See instructions	45b	X

- 46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

	Yes	No
46		X

Part VI Section 501(c)(3) Organizations Only

All section 501(c)(3) organizations must answer questions 47 - 49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

- 47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II

	Yes	No
47		X

- 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

48		X
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- 49a Did the organization make any transfers to an exempt non-charitable related organization?

49a		X
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- b If "Yes," was the related organization a section 527 organization?

49b		
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- 50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
NONE				

- f Total number of other employees paid over \$100,000

- 51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and business address of each independent contractor	(b) Type of service	(c) Compensation
NONE		

- d Total number of other independent contractors each receiving over \$100,000

- 52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations must attach a completed Schedule A

☒ Yes ☐ No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Rob Million Signature of officer	Date			
	Rob Million, PRESIDENT Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name Deborah G Hughes	Preparer's signature Deborah G Hughes	Date 02-20-2021	Check <input checked="" type="checkbox"/> if self-employed	PTIN P00448510
	Firm's name Deborah G Hughes CPA	Firm's EIN			
	Firm's address 4315 Oxford Way	Phone no. 405-364-1090			
	Norman OK 73072				

May the IRS discuss this return with the preparer shown above? See instructions

☒ Yes ☐ No

Thank you for your support of the
Moore-Lindsay Historical House Museum!

We are proud to be a part of
Norman's thriving arts and
humanities community.

We are so grateful for the support
provided by the City of Norman,
and we are so lucky to be in a city
that recognizes the value of the
arts and humanities in building
quality of life for its citizens.

