

## COMMUNITY INVESTMENT

Mayors Steve Schewel and Bill Bell are leading the fundraising effort for Durham 150. The Sesquicentennial Campaign has a goal of \$825,000, toward which the City has provided a lead gift of \$225,000. To raise the remaining \$600,000, contributions are being sought from businesses, foundations and individuals with a vested interest in Durham's vitality.

Excellent sponsorship opportunities are available to recognize those donors who help make Durham 150 truly memorable. The fundraising plan also anticipates

grassroots financial participation with the goal of building awareness and encouraging all members of the community to be part of the celebration.

From a railroad depot to a nationally recognized center of technology and innovation and an aspiring model of social equity, Durham has come a long way since 1869. Durham 150 is a chance to reflect on that past while continuing to build for the future.

**We need your support for this exciting year-long event. Will you join us?**

## THE SESQUICENTENNIAL CAMPAIGN SUPPORTING DURHAM'S 150TH ANNIVERSARY

\$75,000*	Naming Sponsor, Durham 150 Opening Ceremony
\$50,000	Bartlett Durham Sponsorship
\$50,000*	Naming Sponsor, Durham 150 Closing Celebration
\$25,000*	Sponsor, Museum of Durham History Exhibit
\$20,000*	Sponsor, Museum of Durham History Vision Project
\$20,000*	Sponsor, History & Education Grants
\$20,000*	Sponsor, Arts & Leisure Grants
\$15,000*	Sponsor, Story Kiosk
\$15,000*	Sponsor, Social Equity & Democracy Grants
\$15,000*	Sponsor, Innovation & Entrepreneurship Grants
\$10,000	Bull City Champions
\$5,000	Bicentennial Builders
\$2500	Durham 150 Community & Business Partners
\$1000	Durham 150 Investor
\$500	Durham 150 Advocate
\$150	Durham 150 Friend
Other	Durham 150 Supporter

\*Denotes restricted use



Photo credit: Susan Murray

# In 2019, Durham will mark its 150th anniversary.

*Could Dr. Bartlett Durham ever have dreamed of what his little outpost between Raleigh and Hillsborough would become?*



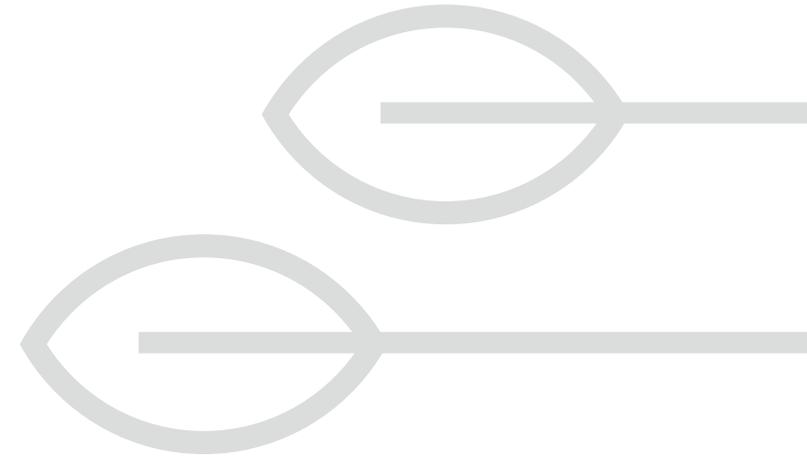
Photo credit: Bill Russ



Photo credit: Bill Russ



Photo credit: Lissa Gotwals



**D**urham 150 is an opportunity to showcase Durham as a national leader, a city of grit and spirit reborn as a dynamic creative center and a great place to live and work. Your involvement is needed to help us plan and execute a dynamic, yearlong observance that is everything from a community-wide family reunion and series of events to celebrations of our roots and all that lies ahead!

The Durham renaissance was a long time in coming, and it didn't happen by chance. It's the result of a strong public-private partnership, and the willingness of the community to engage with the city's history, embrace its diverse population, and look optimistically to the future. It is a recognition that Durham "works" when everyone has a stake in its success.

The upcoming **Sesquicentennial year** is built around four themes: **History & Education; Innovation & Entrepreneurship; Social Equity & Robust Democracy;** and **Arts & Leisure**. These themes will be brought to life through more than 150 events and projects designed to engage, educate, and entertain. The goal is for every resident to have an awareness of and to participate in the commemoration.

### **THE SESQUICENTENNIAL YEAR**

The events of Durham 150 will include musical celebrations, videos, history projects, art works, and community discussions. A traveling "story kiosk" will be available to capture individual and collective experiences of life in the city. Knowing that Durhamites don't shy away from spirited debate, the Sesquicentennial will also engage residents through thoughtful conversations on tough topics that will provide a platform to envision the Durham we want for our collective future.

The launch takes place during the Holiday Parade on December 8th with Durham's present and former living Mayors participating on the Durham 150 float so we may

recognize and honor their contributions. The official Durham 150 Opening Ceremony is scheduled for April 13, 2019, near the date of Durham's formal incorporation, and there will be events and activations envisioned and put forth by Durham organizations, institutions and individuals throughout 2019 in a crowd-sourced manner that will be open to all. A grant program is planned to encourage broad participation. After a season of festivities and self-reflection, a community-wide celebratory closing event will be held in November.

The Museum of Durham History has an important role to play in the Sesquicentennial, leading the effort to plan programs and exhibits that are interactive, engaging, and inclusive – leveraging technology where possible to illuminate the personal memories, experiences, and family lore that define the city's shared heritage. This work will feature initiatives to recognize and celebrate the historic contributions of the city's African-American, Hispanic, and other ethnic minority communities to Durham's success and cultural dynamism.

During this year, planning will also be underway to expand the museum as a more significant and permanent home for Durham's unfolding history and community story. The culmination of the Durham 150 festivities will become the launch for the new Museum of Durham History through community conversations, architectural design and capital campaign planning.

"Discover Durham" (formerly known as the Durham Convention & Visitors Bureau) is using the opportunity of the Sesquicentennial to invite visitors from near and far to learn more about our thriving city, while also engaging journalists from across the country to tell the Durham story.

Through all this, Durham 150 will both encourage an understanding of the city's past and look to illuminate a future built on innovation, excellence, and economic inclusiveness.