



INAUGURAL ANNUAL REPORT

2021-2022

GREENWOOD
RISING



BRINGING THE
GIFTS THAT MY
ANCESTORS GAVE
I AM THE HOPE AND
THE DREAM OF THE
SLAVE, AND SO
I RISE. I RISE. I RISE

—Maya Angelou

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INTRODUCTION/ OVERVIEW



JESSICA LOWE-BETTS
Board Chairwoman

GREENWOOD RISING IS THE SPECIFIC STORY OF THE DIGNITY OF A PEOPLE WHO TURNED TRIALS, TRIBULATIONS, AND TRAGEDY INTO A TRIUMPH OF THE HUMAN SPIRIT.

LETTER FROM THE BOARD

Greenwood is Rising.

When I think about Greenwood Rising’s first year, I am reminded of the complexities and splendor of birthing a vision.

Just a few short years ago, community leaders huddled in a room to plan strategically for the centennial of the 1921 Tulsa Race Massacre.

We knew the world would be watching. We knew we had to be creative and inclusive to meet the moment. We knew our ideas and convictions had to honor the history, survivors, descendants, and residents of our beloved community.

While our collective views, perspectives, and ideas were countless, our purpose was undeniably evident: to create something unforgettable. The sum of the meeting notes, word clouds, and focus group discussions led to an obvious destination—Greenwood Rising.

Thanks to the tireless efforts of the vision carriers, the generosity of private and corporate donors, and the diligence of the design teams and community partners—we celebrate the success of a first year that exceeded all expectations.

Thank you for believing in Greenwood! We are a proud part of this great ecosystem and look forward to continuing our journey with friends and neighbors like you.

Jessica Lowe-Betts
Greenwood Rising Board Chairwoman
2021-2022

A NOTE FROM PHIL ARMSTRONG



When I reflect upon the last 18 to 24 months, I think of the complex and, some might say, insurmountable challenge, of bringing people together in spite of the grime of public scrutiny and critique. I think of the significant and emotionally charging history around what has been aptly described as “Tulsa’s dirty little secret”... and how it appeared early on that many citizens (from different perspectives and cultural backgrounds) may have wanted to keep it that way. This is difficult history. This is uncomfortable history. And regardless of those who felt the need to swiftly push through legislation such as HB 1775 (two weeks before the opening of Greenwood Rising), making it more of a challenge to teach difficult history, we, as a community, forged ahead. We needed to stay the course and effectively communicate (to those who wanted to listen) that this was about embracing the vital benchmarks

of acknowledgment, atonement, and reconciliation for the past and future generations. Once these three key benchmarks were addressed, we could begin achieving ((what the visitors of Greenwood Rising now are finding out)) a final benchmark: Restoration; restoring what was lost.

The philosopher Aristotle once said, “If you want to avoid criticism: say nothing. do nothing. Be nothing.” With the vital support and resources of an amazing philanthropic community, both public and private, we chose to do something...and not just for Black Tulsans. Not just for the rich history of the citizens of Greenwood...not just for the diaspora of Black Wall Street descendants and survivors, but for ALL Tulsans. For ALL Oklahomans...Black, White...Young, Old...Affluent, Impoverished...Indigenous, Freedman...Conservative, Liberal...we all are TULSANS. Not “North” Tulsans...not “South” Tulsans. East or West Tulsans. WE TULSANS had this opportunity to show the world how a community can lay the foundation for racial healing and reconciliation in spite of its 100-year-old “dirty little secret.”

As a child, my mother instilled in me a unique understanding of the history—the triumphant and, at times, tragic history—of African Americans in this country. But she did it in such a way that I still maintained pride as an American. She taught me to “never forget from whence you’ve come,” and that sense of remembering is what drove her to collect some incredible artifacts. I am so grateful and proud to have served the Greenwood community. I am also grateful to my mother and proud that her African American artifacts are showcased in The Arc of Oppression at Greenwood Rising. I hope that our family legacy—both my time and my mother’s artifacts—will not soon fade from history.

Thank you, Tulsa, for your faith in me. I look forward to this next chapter for Greenwood Rising. I close with these words from the title of Maya Angelou’s 1993 book of essays.

“I Wouldn’t Take Nothin’ For My Journey Now.”

Phil

EXECUTIVE SUMMARY

INTRODUCTION

Greenwood Rising Black Wall Street History Center seeks to immersively educate the community about the legacy of the historic Greenwood District of Tulsa, Oklahoma, while creating opportunities for racial reconciliation for the city of Tulsa, the southwest region, and ultimately, the nation. Since the Centennial Commemorative events and dedication of this center in May of 2021, as well as the official opening of Greenwood Rising on August 4, 2021, the history center has honored its commitment to education, community engagement, and reconciliation initiatives.



EVENTS AND SUCCESSES

The following are the itemized successes and in the Inaugural Year of Greenwood Rising:

Candlelight Vigil: A solemn ceremony and public gathering on the streets of Greenwood, Archer, and Elgin for a moment of silence as community participants remembered the victims of the 1921 Tulsa Race Massacre, observing the moment when the first shots were fired at 10:30 p.m. on May 31, 1921.

Dedication of the Pathway to Hope: Official ribbon-cutting for the new “Pathway to Hope” connecting the Greenwood District to John Hope Franklin Reconciliation Park. The event included an inaugural walk on the Pathway and a march to the park with a history program and dedication ceremony afterward.

Economic Empowerment Day: A national conversation on the racial wealth gap and the inequality in access to capital in communities of color. This event featured nationally renowned speakers headlined by actor and

social activist Hill Harper and financier and motivational speaker Chris Gardner known best for his real-life portrayal in the movie “The Pursuit of Happyness.”

National Day of Learning: A global online history lesson on the story of the 1921 Tulsa Race Massacre in the context of national discussions of racial historical trauma and restorative justice. This online program featured Dr. Cornel West from Union Theological Seminary and artist Fulton Washington.

Greenwood Rising Dedication: Official unveiling of Greenwood Rising Black Wall Street History Center. A community-wide event featuring music, speakers, and a production, which gathered more than 300 participants, an online viewing audience, local and national news media, and more than 160 direct descendant families of the Greenwood and Black Wall Street legacy.

Opening Exhibits: The development and installation of the four prominent exhibit spaces of Greenwood Rising: The Greenwood Spirit, Arc of Oppression, Changing Fortunes, and Journey to Reconciliation.



Official Greenwood Rising Unveiling and Dedication

Tim Reid’s Greenwood Film Series: A multi-theatre event hosted by actor Tim Reid and Tulsa native Clifton Taulbert (author of the book “Once Upon A Time When We Were Colored”). This event was held at the historic Circle Cinema in Tulsa’s Kendall-Whittier District. The films shown and discussed were: “Stone Mansion”; “Buffalo Soldiers: A Quest for Freedom”; “The Day They Bombed the Promised Land”; “Once Upon a Time When We Were Colored”.

Dedication of Historic Greenwood District Boundary Markers: The dedication of majestic markers strategically placed at the major entry points into the Greenwood District that denote the original boundary of the Greenwood District and the official acknowledgment of the size and mass of this once storied Black Wall Street.

Launch of Oklahoma Black History Website: Greenwood Rising launched a “first of its kind” website for Oklahoma History. The website is an educational resource about the state’s Black community. **OklahomaBlackHistory.org** documents Oklahoma’s rise as a place of promise for Black people during the early 1900s and follows the course of history through the century. From the Greenwood District in



Tulsa to Deep Deuce in Oklahoma City, to more than 50 All-Black settlements and towns across the state, Oklahoma has significant Black history to share. The new site also focuses on social change, highlighting the importance of Clara Luper and the Sit-In Movement as well as the presence of slavery and Freedmen along the Trail of Tears, which was the forced removal of Native Americans off their sacred lands. In many ways, the site fulfills Oklahoma Black History’s mission: Shining a light on Black history. Championing the power of the human spirit. Guiding our way to a brighter future by illuminating the past.

School Field Trips: Beginning in 2022, Tulsa Public Schools, the largest school district in Oklahoma, began field trips to Greenwood Rising Black Wall Street History Center beginning with the 8th grade elementary/middle school history classes. This encompasses a field trip curriculum that has been developed in collaboration with Greenwood Rising and the Director of Curriculum of Tulsa Public Schools. In subsequent years, we look forward to welcoming other school districts from the area to participate in our school field trip program.

Greenwood Worldwide | Bloomberg Connects App: Greenwood Rising launched a new digital guide on Bloomberg Connects, the free arts and cultural app created by Bloomberg Philanthropies. The Bloomberg Connects app, available for download from Google



LEFT: Members of the community and media gather to witness the opening dedication ceremony of the Greenwood Rising Black Wall Street History Center. TOP RIGHT: Maggie Hille Yar, member of the 1921 Tulsa Race Massacre Centennial Commission, and Senator Kevin Matthews, founder of the 1921 Tulsa Race Massacre Centennial Commission, greet a young attendee during the opening dedication ceremony. BOTTOM RIGHT: Members of A Pocket Full of Hope and the Booker T. Washington High School Choir under the direction of Dr. Lester Shaw perform on stage during the opening dedication ceremony.

Play on the App Store, makes Greenwood Rising accessible for either onsite or offsite visits through photo, audio, and video features offering insights into the history of Black Wall Street, the 1921 Tulsa Race Massacre, and the continued road to reconciliation. Users of the app access virtual reality experiences developed by Tulsan Kujanga “KJ” Jackson that showcase what Black Wall Street was like before the 1921 massacre. They have access to Greenwood Rising exhibits like the virtual barbershop and meet the early entrepreneurs in Historic Greenwood through oral and written histories. “To say that we are thrilled about this partnership with Bloomberg Philanthropies is an understatement,” said Greenwood



Rising Interim Executive Director Phil Armstrong. “Communities around the world continue to struggle with racial conflict and violence, and while Tulsa still has important work to do, the lessons gleaned from our history are more relevant than ever.” Bloomberg Connects offers free digital guides to cultural organizations around the world. The app platform is part of Bloomberg Philanthropies’ longstanding commitment to supporting digital innovation in the arts.

Road to Remembrance | Two Cities One Mission: Beginning in 2022, this unique program provides transportation and admission to visit both Greenwood Rising and the Oklahoma City National Memorial & Museum. Ninth-grade students in the greater Oklahoma City and Tulsa areas experience the powerful stories each provides, including the resilience of the human spirit and the senselessness of violence. Greenwood Rising and the Oklahoma City National Memorial & Museum partnered with the Arvest Foundation and Arvest Bank for the launch of the Road to Remembrance. Through their generous support, hundreds of students have the occasion to visit both historically significant sites.

IMPACT

Greenwood Rising Black Wall Street History Center, the pinnacle project of the 1921 Tulsa Race Massacre Centennial Commission, seeks to improve racial relations through compelling exhibits, engaging programs, and interactive reconciliation initiatives. Greenwood Rising Black Wall Street History Center achieves this by providing educational resources for K-12, adult, and lifelong learners while celebrating the pioneers and spirit of Greenwood. Greenwood Rising Black Wall Street History Center provides a space for discussion and consideration of next steps toward racial reconciliation. One of the most immersive spaces inside the History Center is the commitment sculpture. This sculpture allows for guests to make personal commitments to advocate for racial justice and reconciliation after touring the exhibits of Greenwood Rising Black Wall Street History Center.

Since opening in 2021, thousands of people have made personal commitments and dedicated themselves to a wide variety of advocacy initiatives.

QUALITATIVE MEASURES The success of Greenwood Rising is measured by the collection of qualitative, quantitative, and comparative data by the extrapolation of results from formal observational studies and the assessment of media coverage, and website visits.

GUEST FEEDBACK STUDY UNDERWAY Prestigious institutions Loyola University and Princeton University have partnered with GKFF and Greenwood Rising to examine how educational interventions shape attitudes on racial policies such as affirmative action and reparations. This study is being conducted by gathering guest feedback surveys, which is then analyzed by Dr. Chaya Crowder from Loyola University and Dr. Elsa Voytas from Princeton University. Drs. Crowder and Voytas will report back to Greenwood Rising when research data is statistically relevant.

MEDIA COVERAGE Greenwood Rising has received much media attention since its conception. The following outlets have featured the History Center in their content, demonstrating the widespread impact and eminence of the History Center.

| TYPE | OUTLET |
|----------|--------------------------------------|
| Print | Wall Street Journal |
| Podcast | Def Jam Podcast Group |
| Print | New York Times |
| Radio | BBC |
| TV/Print | ABC News |
| Radio | WHYY Radio Times |
| Print | NRC Handelsblad |
| TV/Print | NBC News |
| TV/Print | NBC Universal |
| TV/Print | Weather Group |
| TV/Print | CBS News |
| | AlJazeera |
| | National Geographic |
| Print | San Antonio Magazine |
| TV/Print | CBS News |
| Podcast | Sonho Noir Productions |
| TV/Print | KJRH (NBC) |
| Radio | KRSC-FM RSU Radio |
| TV/Print | KOTV (CBS) |
| TV/Print | Zayan Studios |
| TV/Print | The Philadelphia Tribune |
| TV/Print | Anomalyent |
| TV/Print | Oklahoma Watch |
| TV/Print | KJRH (NBC) |
| TV/Print | El Tiempo |
| TV/Print | KTUL (ABC) |
| TV/Print | Philip Merrill College of Journalism |
| TV/Print | National Geographic Learning |
| TV/Print | The Wall Street Journal |
| TV/Print | Everybody Loves Tulsa |
| TV/Print | Oklahoma Today Magazine |
| TV/Print | Faircount Media Group |
| TV/Print | RTL TV |
| TV/Print | CNBC |
| TV/Print | HuffPost Black Voices |
| TV/Print | Radio-Canada (TV) |



Celebrity Engagement:

TOP: The Oklahoma City Thunder Organization

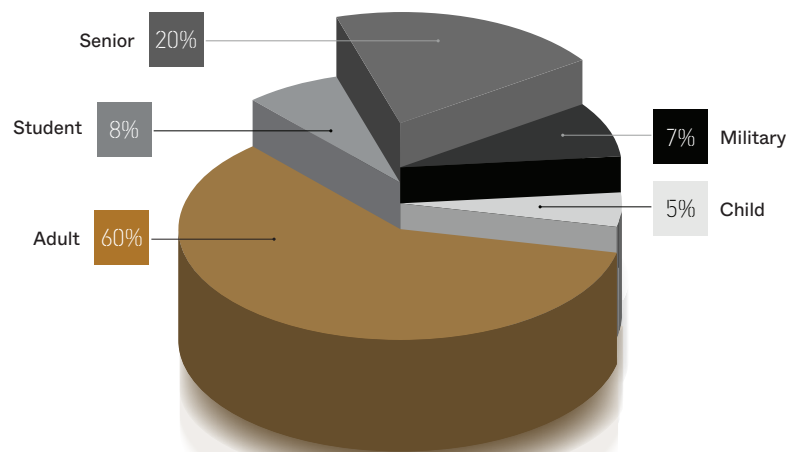
MIDDLE LEFT: Robert De Niro and Leonardo DiCaprio

MIDDLE RIGHT: Bishop T.D. Jakes

BOTTOM LEFT: Laura Coates, CNN

BOTTOM RIGHT: Secretary Marcia L. Fudge

Visitors' Breakdown



QUANTITATIVE MEASURES Represented in the table below are the attendance and website data collected by Greenwood Rising Black Wall Street History Center since its opening in August 2021:

| | |
|------------------------------------|--|
| Total History Center Visits | 57,658 |
| Total Website Visits | 155,515 |
| Total Unique Visits | 115,765 |
| Total Page Views | 296,490 |
| Demographics | Approximately 97% from the US (almost 100 different countries each year) |
| Social Media | <p>Facebook – 5,300 page likes; 19,707 page visits and reach of 587,452</p> <p>Instagram – 5,855 followers; 26,247 profile visits and reach of 35,723</p> <p>LinkedIn (will only go back 12 months) – 989 total followers, with 852 page views and 447 unique visitors over the last 12 months.</p> |



TOP PHOTO: Direct descendants of survivors of the 1921 Tulsa Race Massacre are accommodated with premier, reserved seating during the opening dedication ceremony.

BOTTOM PHOTO: Attendees from local, regional, and national communities watch the opening dedication ceremony.





EXHIBITS

GUEST EXPERIENCE

The walk-through educational experience includes three story arcs:

GALLERY 1: The Greenwood Spirit



FOCUSES ON THE REMARKABLE HUMAN SPIRIT OF THE INDEPENDENT BLACK COMMUNITY OF THE GREENWOOD DISTRICT IN THE EARLY 1900S, INCLUDING ITS ORIGINS AND CONNECTIONS TO THE FREEDMEN AND THE ALL-BLACK TOWNS.

GALLERY 2: Systems of Anti-Blackness



EXPLORES THE 1921 RACE MASSACRE WITHIN THE NATIONAL CONTEXT OF THE PERIOD AND THE RESILIENCE OF THE COMMUNITY THAT REBUILT THE GREENWOOD DISTRICT AS A THRIVING BUSINESS COMMUNITY, ONLY TO EVENTUALLY BE DESTROYED BY A CONFLUENCE OF SOCIAL AND ECONOMIC FACTORS.

GALLERY 3: Changing Fortunes



EXAMINES THE GREENWOOD DISTRICT IN THE POST-MASSACRE YEARS. THE UPS AND DOWNS OF THE COMMUNITY INCLUDE THE REMARKABLE REBUILDING IN THE IMMEDIATE WAKE OF THE MASSACRE, THE ECONOMIC APEX OF THE GREENWOOD DISTRICT IN THE EARLY-TO-MID-1940S, THE INTEGRATION AND URBAN RENEWAL-FUELED DECLINE IN THE 1960S, 70S, AND 80S, AND THE ONGOING REBIRTH OF BLACK WALL STREET.

Thanks to the generosity of the Schusterman Foundation and the George Kaiser Family Foundation, Greenwood Rising's admissions were free to the public for its first year in operation. Starting in September of 2022, admission fees are now \$15 per visitor.

GALLERY 4:
The Journey to Reconciliation



CENTERS ON THE ROAD TO RECONCILIATION, WITH SPACE FOR DIALOGUE TO FACILITATE LEARNING AMONG SCHOOL AND OTHER TOUR GROUPS. THIS GALLERY PROVIDES THE OPPORTUNITY FOR PATRONS TO MAKE A PERSONAL COMMITMENT TO RACIAL RECONCILIATION.

Exhibits designed to educate guests and evoke discussion include historic artifacts, manuscripts, and visuals as well as holographic designs that interactively engage visitors.

Interactive Learning: The final gallery, Journey to Reconciliation, invites reconciliation, which is a process, not a single event. The gallery offers examples of ways forward, while challenging visitors to consider their individual and collective roles in improving race relations.



The reconciliation gallery includes dialogue space and affords visitors an opportunity to begin transcending divisions and creating an unflinchingly honest acknowledgment of biases. It facilitates understanding of “the other” in a safe and supportive space and allows for personal commitments to social justice.

Visitors are invited to ponder: What now? Where are we and what are the next steps to respond to this historical racial trauma?

Visitors may also be asked to join other visitors to reflect openly and honestly upon:

- Restorative Justice: How does this play out?
- Institutional Change: How do we address inequality statistics, mass graves, reparations?
- Supporting Businesses: Profiles of the Greenwood District today

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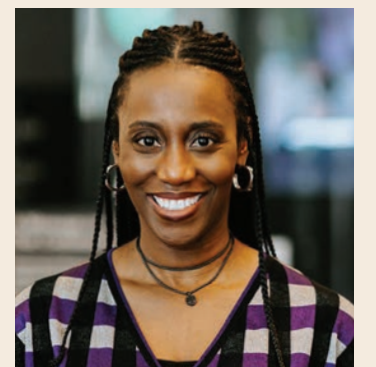
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Campaign and Major Donors 2020-2022

| | |
|--|--------------------------------------|
| George Kaiser Family Foundation | Emerson Collective |
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| Anne & Henry Zarrow Family Foundation | JP Morgan |
| ONEOK | Morgan Stanley Wealth Management |
| Schusterman Family Foundation | OKC Thunder |
| State Of Oklahoma (Senate Bill And Tourism Dept.) | Phillips 66 |
| Bloomberg Philanthropies | Walmart Foundation |
| Bank of America | Tom Adelson Family Foundation |
| Coretz Family Foundation | Commission Members/Grassroots Donors |
| Tulsa Public Schools | Constellation Brands |
| Burnstein Family Foundation | Inasmuch Foundation |
| ONEOK Baseball Stadium Trust | ONE Gas |
| AEP Foundation/Public Service Co of Oklahoma | Cox Communications |
| Boeing | Helmerich Trust |
| Ford Foundation | Wells Fargo Foundation |
| Hille Family Foundation | WPX Energy |
| W.K. Kellogg Foundation | New York Life Insurance |
| Open Societies Foundation | TEDC |
| | Arnall Family Foundation |

| | |
|---|---|
| Bank of Oklahoma | FC Tulsa |
| Emily Kaiser & Gene Bulmash | Kirkpatrick Family Fund |
| Nationwide Mutual Insurance Company | Nadel And Gussman |
| Samuel & Rita Combs Family | Susannah & Jim Adelson |
| Sharpe Kirk Family Fund | 400 Years African American Commission |
| Tulsa Teachers Credit Union | Amy & Reagen Seigfried |
| Molson Coors | Ascension St. John |
| Rotary Club of Tulsa Foundation | Crown Imports |
| American Express | Damon Lindelof Family |
| Barbara & Steve Heyman- Herbert And Rosyln Gussman Foundation | Hilti North America |
| Blue Cross and Blue Shield of Oklahoma | Prosperity Bank |
| Devon | OK Humanities Council |
| Ellen G. Adelson Family Foundation | Circle Cinema |
| Ernst & Young | Annie & Jeff Vanhanken |
| Irv Frank Family Foundation | Ariel Investments |
| Marsh McLennan | Bama Companies |
| Paycom | Carol & David Adelson |
| Sharna & Irvin Frank Foundation | Fabricut |
| Williams Companies | GableGotwals |
| Bumgarner Family Foundation | Ingredion Charitable Foundation |
| Arvest Foundation | Meredith & Justin Leshner |
| Vernon AME Church | Michael & Jacki Barber |
| T-Mobile | Monica Basu & Todd Brown |
| Flint Family Foundation | Schnake, Turnbo & Frank |
| Adelson Family Foundation | Spirit Aerosystems, Inc. |
| AT&T | Susan E. Atkins & Crystal Atkins-Weathers |
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Every financial contribution to Greenwood Rising supports the daily operations and quality of our visitor offerings. Thank you for believing in our mission and supporting our work.

GREENWOOD RISING SPONSORS



PROGRAMMING

Greenwood Rising's programming consists of daily and annual programming in addition to the Greenwood Rising Black Wall Street History Center and Pathway to Hope visitor experience.

Daily Programming: Based on a robust relationship with the Oklahoma State Board of Education, Tulsa Public Schools, and the Oklahoma History Center, Greenwood Rising provides educational programming and resources for K-12, adult, and lifelong learners. At the core, Greenwood Rising Black Wall Street History Center aspires to be known and respected as a premier educational institution for visitors of all racial and ethnic identities, ages, and backgrounds.

School Field Trips, Corporate Education Programs and More: School field trips are available to area public schools students as well as tours for corporations who have made commitments to racial equity and justice. These trips include a docent-led tour of the Greenwood Rising Black Wall Street History Center. By the end of the tour, visitors explore understanding of "the other" in a safe and supportive space and are invited to make a personal commitment to social justice. The tours are coupled with a classroom curriculum to be taught before and after the trips.

Bus Tours: Throughout the state of Oklahoma, the "Yellow Bus Battalion" will take the lead of bringing students in the Oklahoma City area to visit Greenwood Rising and the Greenwood District, as well as bring Tulsa students to the Oklahoma City National Memorial and Museum and the Freedom Center & Clara Luper Civil Rights Center. This will help students get the full experience of Oklahoma's Black History as well as have a deeper level of civics education. The tours will be offered through the public schools system, and private schools will have the opportunity to opt in as well.

Community Engagement: Greenwood Rising will offer education, engagement, and racial reconciliation

opportunities to numerous community organizations that may include yet are not limited to: primary and secondary school groups; academic institutions; corporate and public sector Diversity, Equity, and Inclusion leadership; existing African American cultural institutions that have long worked to promote the Black community; national and international organizations working to promote improved relations among people; and the tourism sector.

Youth Leadership Forum for Community Transformation: The Youth Leadership Forum for Community Transformation is a partnership of Greenwood Rising with the Oklahoma Center for Community and Justice and is designed to engage high school students in conversations about race relations in Tulsa and across the United States. A critical part of the forum is for students to plan and execute a project to engage their peers to learn about Tulsa's Race Massacre as well as race relations in America today. Scholarships for high school students to participate in this forum will be given with sufficient funding.

Summer Teachers' Institute: Social studies teachers from greater Tulsa and around the state of Oklahoma will be recruited to attend the annual Summer Teachers' Institute. Curriculum developed by local historian Hannibal B. Johnson in conjunction with the Oklahoma Department of Education will serve as a resource for the Teachers' Institute for a week-long history and curriculum review with other teachers to learn how to teach this material to students. At the end of the Institute, participants will receive a certificate designating their ability to go back to their districts and teach other teachers.



Greenwood Rising Worldwide: Greenwood Rising can be seen virtually in classrooms and other spaces worldwide. Two different platforms: Greenwood Rising XR app, a virtual reality tour of Greenwood Rising, and Bloomberg Connects App, a platform for the museum content to live and be experienced on a mobile device, facilitates this effort.

Greenwood Homecoming: This annual event hosted by Greenwood Rising encourages people from across the country to come back to Greenwood in celebration of its rich history.

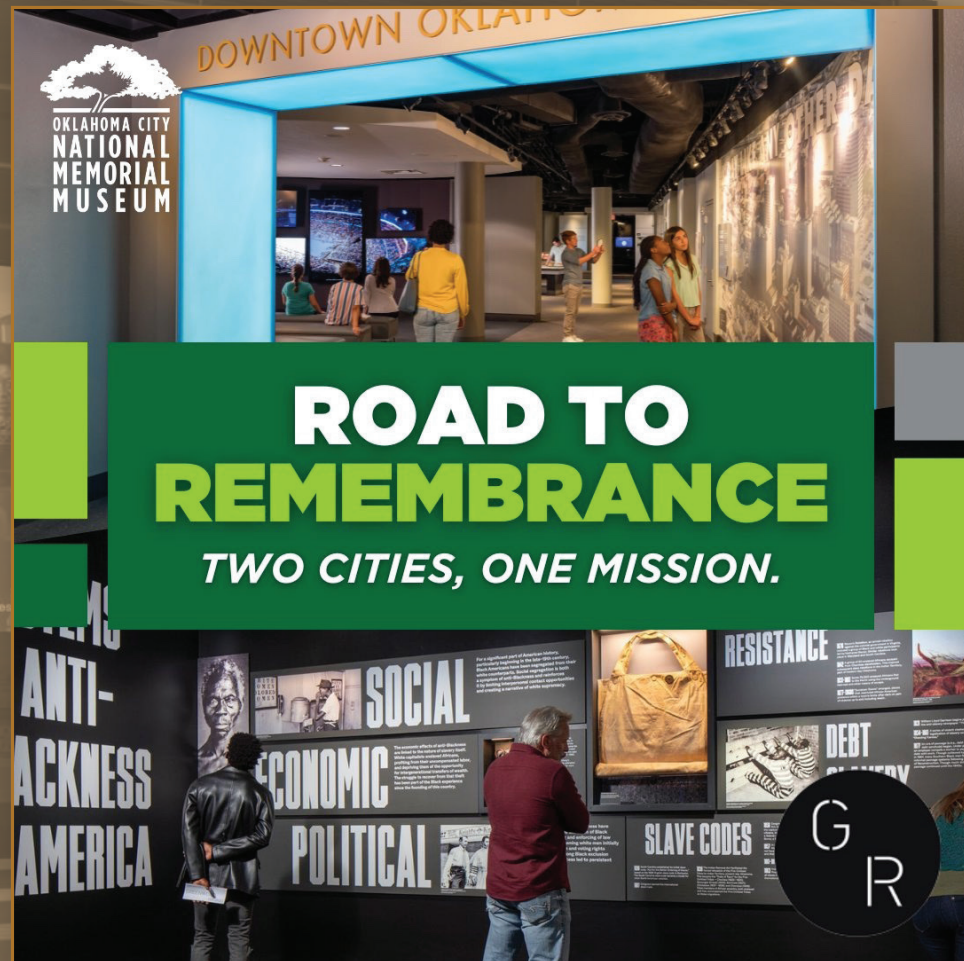
Past Homecoming Days have included:

- **Health Equity Day** comprised a track for both the community as well as clinicians and providers to receive continuing education credits focused on racial disparities in health and healthcare across the U.S. Experts on the subject were invited to speak. For the community, there were free health screenings, access to selecting a primary care physician, and other health education.
- **History Day** included a panel discussion on public history put on by The University of Tulsa and a special invitation for people to visit archives at Greenwood Cultural Center, Tulsa Historical Society, TU Special Collections, and HCAR/

Gilcrease. There were free shuttle services for people visiting these spaces throughout the day. Partnering with these institutions ensured free and open access to Greenwood historical material for all guests. In addition, free district tours were available with mention of Green Book spaces along Greenwood Avenue.

- **Annual Candlelight Vigil** included a solemn ceremony and public gathering on the streets of Greenwood, Archer, and Elgin for a moment of silence as community participants remembered the victims of the 1921 Tulsa Race Massacre, observing the moment when the first shots were fired at 10:30 p.m. on May 31, 1921. This event included a community dinner with music to memorialize the 1921 Race Massacre victims and brought the community together in remembrance.
- **Economic Development Day** included two keynote speakers as well as a fair with booths for Greenwood District businesses to sell their products and services to the larger Tulsa community.

ROAD TO REMEMBRANCE



OKLAHOMA CITY NATIONAL MEMORIAL & MUSEUM GREENWOOD RISING

On April 19, 1995, Oklahoma City experienced the effects of domestic terrorism firsthand when a bomb exploded at the Alfred P. Murrah Federal Building killing 168 people, injuring hundreds, and changing lives forever.

From May 31–June 1, 1921, the historic Black business district known as Black Wall Street and the surrounding community that once stretched outward from Greenwood Avenue was destroyed leaving thousands homeless, hundreds injured, and an unknown number killed in the Tulsa Race Massacre.

Separated by three-quarters of a century and just over 100 miles are two of Oklahoma’s most significant and historic sites—Greenwood Rising and the Oklahoma City National Memorial & Museum.

The Oklahoma City National Memorial Museum and Greenwood Rising have partnered to develop the Road to Remembrance—Two Cities, One Mission. Beginning in October, this unique program provided transportation and admission to visit both Greenwood Rising and the Oklahoma City National Memorial & Museum. Ninth-grade students in the greater Oklahoma City and Tulsa areas will experience the powerful stories each provides, including the resilience of the human spirit and the senselessness of violence.

Greenwood Rising and the Oklahoma City National Memorial & Museum welcome the opportunity to partner with the Arvest Foundation and Arvest Bank for the launch of the Road to Remembrance. Through their generous support, hundreds of students will have the occasion to visit both historically significant sites.

AWARDS

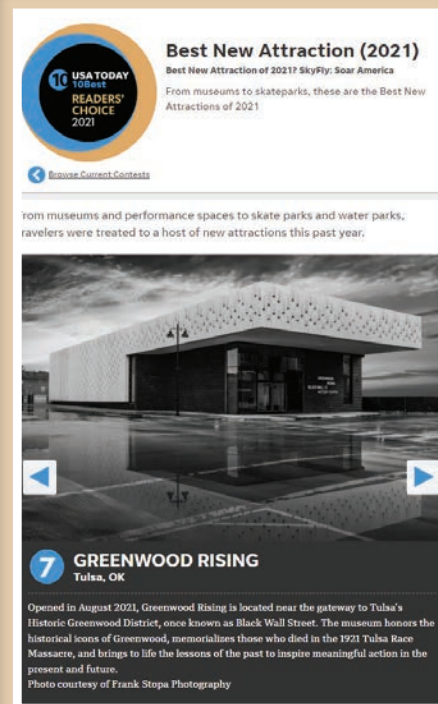
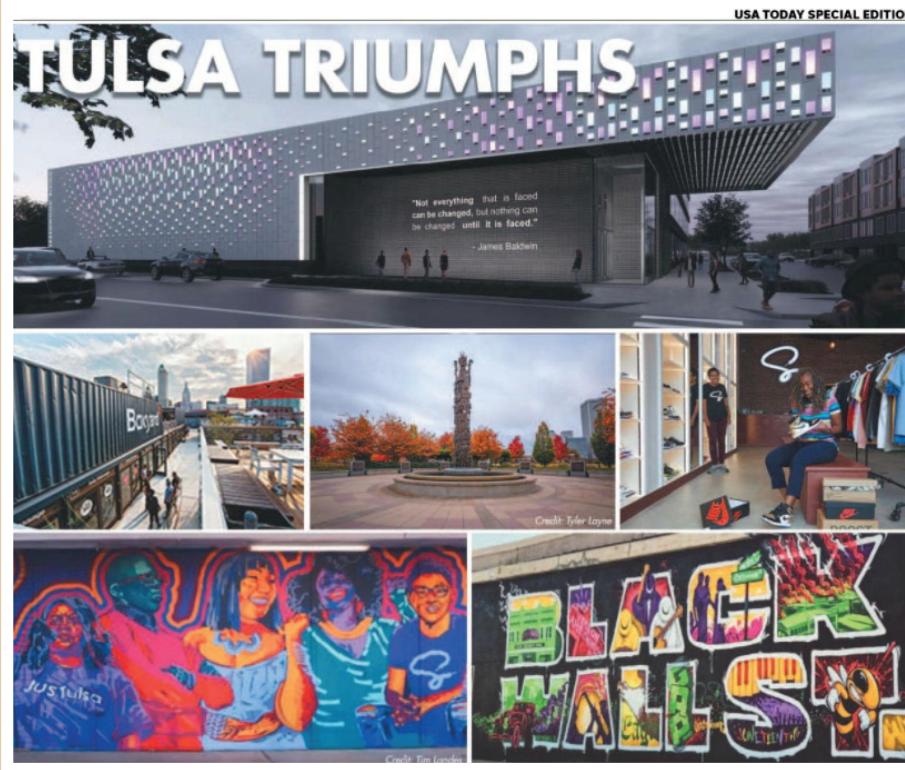
USA TODAY: TOP 10 BEST NEW ATTRACTIONS OF NORTH AMERICA IN 2021

The top 10 winners in the category Best New Attraction are as follows:

1. SkyFly: Soar America - Pigeon Forge, TN
2. Van Gogh Exhibition: The Immersive Experience - Multiple Cities
3. Allegiant Stadium Tours - Paradise, NV
4. The Friends Experience - Multiple Cities
5. Museum of the Southern Jewish Experience - New Orleans, LA
6. Lauridsen Skatepark - Des Moines, IA
7. Greenwood Rising - Tulsa, OK
8. The Cloud Ladder at Kent Mountain Adventure Center - Estes Park, CO
9. Water Works Park and Pavilion - Minneapolis, MN
10. Roots 101 African-American Museum - Louisville, KY

A panel of experts partnered with 10Best editors to pick the initial nominees, and the top 10 winners were determined by popular vote.

Congratulations to all these winning attractions!



FAST COMPANY: BEST DESIGN OF 2021 IN NORTH AMERICA UNDER THE CATEGORY OF INNOVATION BY DESIGN



OKLAHOMA CENTER FOR COMMUNITY AND JUSTICE HONOREE OF 2021

TULSA REGIONAL CHAMBER OF COMMERCE: 'CONSCIENCE OF THE COMMUNITY' AWARD

AMERICAN ASSOCIATION FOR STATE AND LOCAL HISTORY: '2022 AWARD OF EXCELLENCE'

OKLAHOMA'S CHAPTER OF NAIOP COMMERCIAL REAL ESTATE ASSOCIATION, 2021 COMMUNITY DEVELOPMENT PROJECT OF THE YEAR

EXECUTIVE SEARCH

Building a future-focused strategy for long-term growth and sustainability

The Greenwood Rising Black Wall Street History Center Board of Directors conducted a six-month executive search and selected Dr. Raymond Doswell for the role of Executive Director. The search was managed by Nonprofit Executive Search & Recruiting - m/Oppenheim Executive Search.

An accomplished museum curator and scholar, Dr. Doswell has served the Negro Leagues Baseball Museum for more than 20 years as Education Director, Interim President, Deputy Director, and Vice President of Curatorial Services. He holds an Ed.D. in Educational Administration and Leadership from Kansas State University, a Master's in History - Program in Historic Resources Management from the University of California-Riverside, and a Bachelor's from Monmouth College.

"We are looking forward to Dr. Doswell's experienced leadership and expertise in the museum industry as we work to build a visionary strategy and implementation plan for this great institution," said Jessica Lowe-Betts, board chair. "As a start-up board, our goal was to set precedent and due diligence in creating an operations and governance practice that honors the history and legacy of Black Wall Street, the descendants, the Greenwood community of business owners and residents, our donors and philanthropic partners."

Unique advantages of m/Oppenheim Executive Search:

- National nonprofit collaborations. Deeper inside knowledge and broader person-to-person intelligence networks across diverse nonprofits.
- Innovators and entrepreneurs are targeted. Oppenheim produces evidence of each leader's distinctive ability to deliver the kind of results desired by board and community constituents.
- Rigorous outreach, objective analysis. Oppenheim adds sourcing rigor, sector expertise, neutral evaluation, cross-sector reach.



DR. RAYMOND DOSWELL
Executive Director

MOVING FORWARD,
WE WILL BUILD
UPON THE
STRENGTH OF
TRUTH AND
TRUST.

LETTER FROM THE EXECUTIVE DIRECTOR

I am honored to join the team here in Tulsa as Executive Director for Greenwood Rising. I am ready to leverage my experience as a public historian and executive in service on the museum's courageous mission. One can't help but be impressed by this community's resilience and bravery in presenting all aspects of the Greenwood story. In my short time here so far, meeting visitors from around the world, all have expressed gratitude for the existence of this place and what it presents and preserves above all things: THE TRUTH.

Moving forward, we will build upon the strength of truth and trust. We will make the museum indispensable to the city, state, and nation regarding historical issues of entrepreneurship, building generational wealth, and ending racial violence. Through programming, membership, and outreach, we will keep the museum sustainable and relevant for years to come.

The community should be commended for the "heavy lifting" done to build this museum. Now, the challenging yet rewarding work of maintaining this legacy continues. We need look no further than the news stories of the day to justify the purpose of institutions like Greenwood Rising. Lessons of the past have been forgotten or willfully ignored. The times demand our vigilance to combat ignorance and lies with truth. Only through truth, can we also have healing and reconciliation.

We thank you for supporting our efforts thus far. We invite you to continue the journey in truth with us.

We shall never forget; never again.

Raymond Doswell, Ed.D.

FINANCIAL STATEMENTS

2021 Statement of Financial Position

| As of December 31, 2021 | Greenwood Rising Inc. | Tulsa Community Foundation "Greenwood Rising Fund" | Greenwood Rising (Collective) |
|---|--------------------------|--|----------------------------------|
| Assets | | | |
| Cash and Investments | \$51,350 | \$2,666,504 | \$2,717,854 |
| Receivables and Other Assets | \$7,700 | – | \$7,700 |
| Total Current Assets | \$59,050 | \$2,666,504 | \$2,725,554 |
| Construction in Progress | – | \$15,082,775 | \$15,082,775 |
| Total Capital Assets | – | \$15,082,775 | \$15,082,775 |
| Total Assets | \$59,050 | \$17,749,278 | \$17,808,328 |
| Liabilities | | | |
| Program-Related Investment ("PRI") Loan | – | \$4,000,000 | \$4,000,000 |
| Total Liabilities | – | \$4,000,000 | \$4,000,000 |
| Net Assets | | | |
| Without Donor Restrictions | \$59,050 | \$12,801,278 | \$12,860,328 |
| With Donor Restrictions | – | \$948,000 | \$948,000 |
| Total Net Assets | \$59,050 | \$13,749,278 | \$13,808,328 |
| Total Liabilities and Net Assets | \$59,050 | \$17,749,278 | \$17,808,328 |

2021 Statement of Activities

| For the year ended December 31, 2021 | Greenwood Rising Inc. | Tulsa Community Foundation "Greenwood Rising Fund" | Greenwood Rising (Collective) |
|--|--------------------------|--|----------------------------------|
| Revenue | | | |
| Contributions | \$77,045 | \$7,158,054 | \$7,235,099 |
| Investment Gains (Losses) | – | – | – |
| Total Revenues | \$77,045 | \$7,158,054 | \$7,235,099 |
| Expenses | | | |
| Grant awards and other program services | – | \$50,000 | \$50,000 |
| General and Administrative | \$17,995 | \$3,141,042 | \$3,159,037 |
| Total Expenses | \$17,995 | \$3,191,042 | \$3,209,037 |
| Total Increase (Decrease) in Net Assets | \$59,050 | \$3,967,012 | \$4,026,062 |
| Net Assets Beginning of Year | – | \$9,782,266 | \$9,782,266 |
| Net Assets End of Year | \$59,050 | \$13,749,278 | \$13,808,328 |

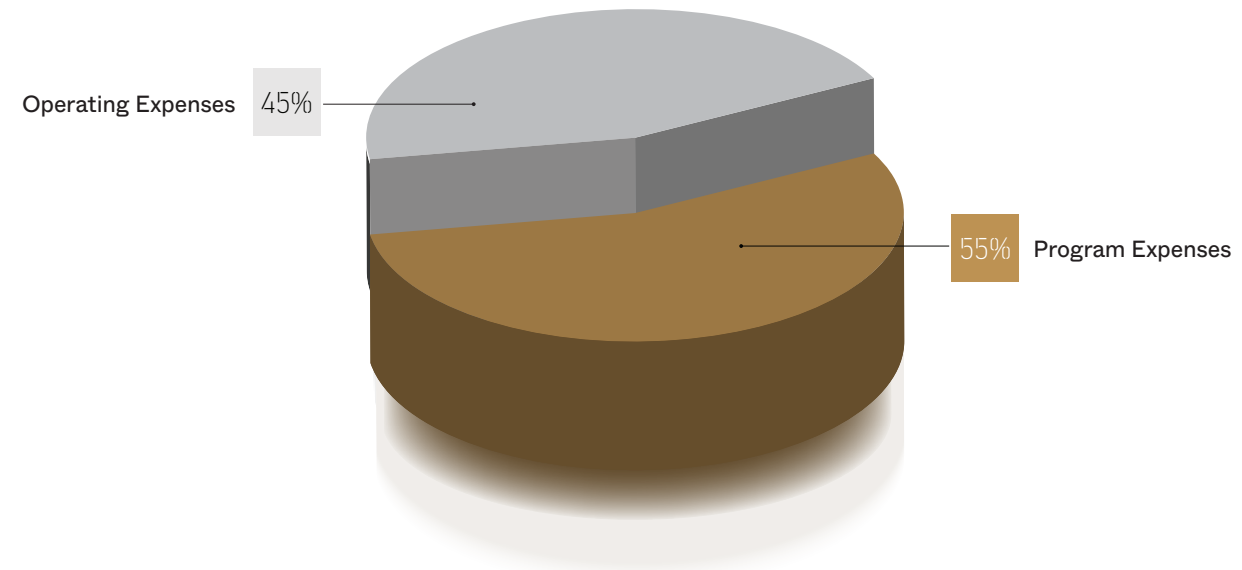
2022 Statement of Financial Position

| As of December 31, 2022 | Greenwood Rising Inc. | Tulsa Community Foundation "Greenwood Rising Fund" | Greenwood Rising (Collective) |
|---|--------------------------|--|----------------------------------|
| Assets | | | |
| Cash and Investments | \$2,074,169 | \$1,695,440 | \$3,769,609 |
| Receivables and Other Assets | – | – | \$7,700 |
| Total Current Assets | \$2,074,169 | \$1,695,440 | \$3,769,609 |
| Capitalized Assets | \$37,437 | \$15,984,731 | \$16,022,169 |
| Total Capital Assets | \$37,437 | \$15,984,731 | \$16,022,169 |
| Total Assets | \$2,111,606 | \$17,680,171 | \$19,791,777 |
| Liabilities | | | |
| Accounts Payable | \$38,717 | – | \$38,717 |
| Program-Related Investment ("PRI") Loan | – | \$4,000,000 | \$4,000,000 |
| Total Liabilities | \$38,717 | \$4,000,000 | \$4,038,717 |
| Total Liabilities and Net Assets | \$2,111,606 | \$17,680,171 | \$19,791,777 |

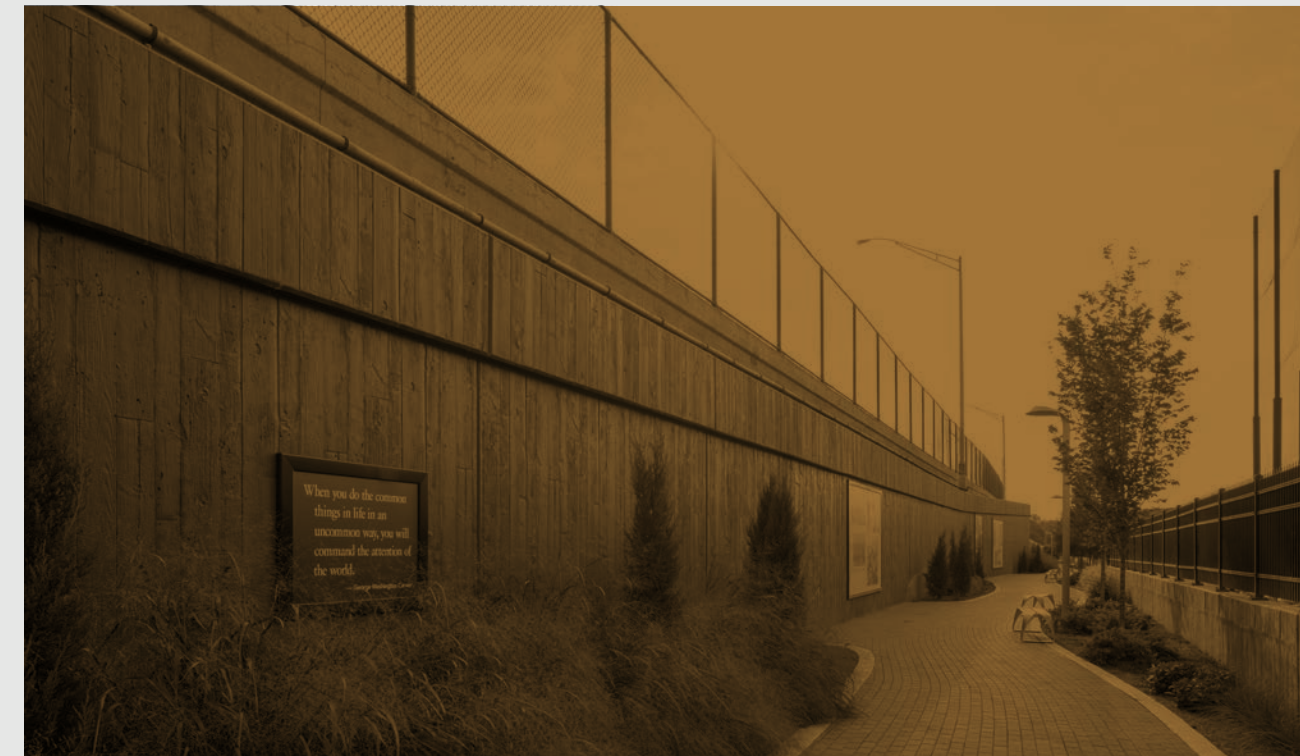
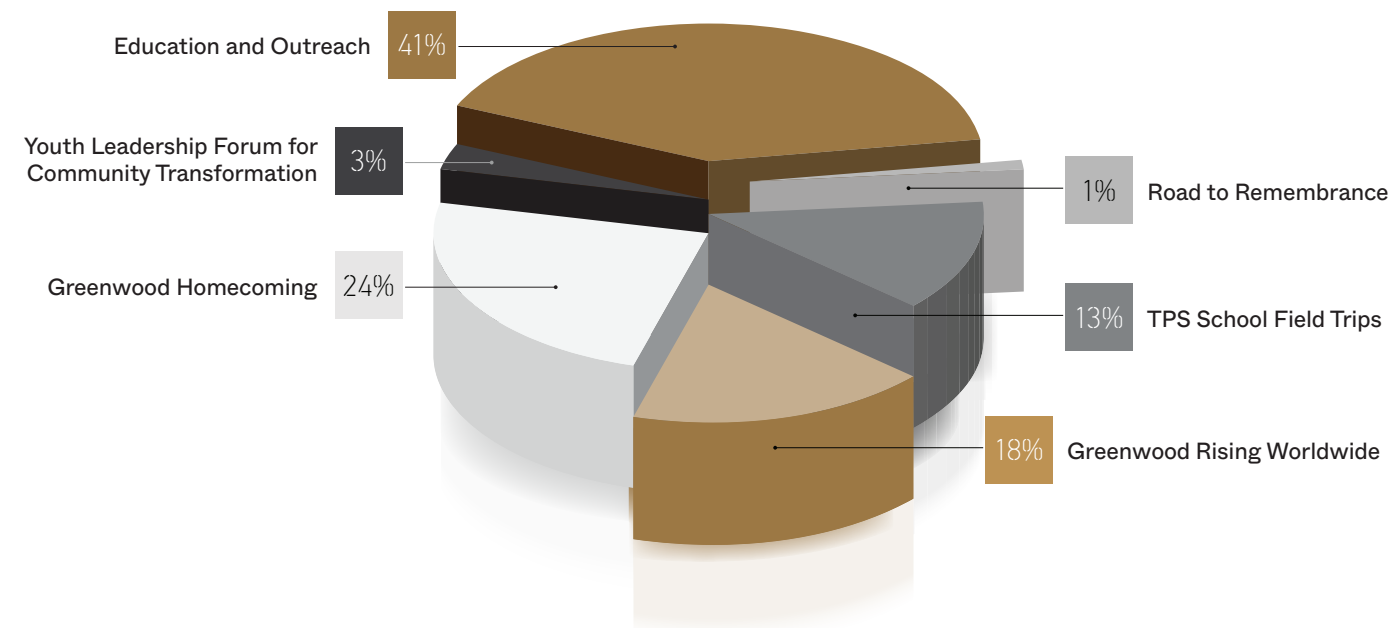
2022 Statement of Activities

| For the year ended December 31, 2022 | Greenwood Rising Inc. | Tulsa Community Foundation "Greenwood Rising Fund" | Greenwood Rising (Collective) |
|--|--------------------------|--|----------------------------------|
| Revenue | | | |
| Contributions | \$2,516,559 | \$421,231 | \$2,937,791 |
| Admissions & Merchandise | \$139,807 | – | \$139,807 |
| Investment Gains (Losses) | \$919 | – | \$919 |
| Total Revenues | \$2,657,285 | \$421,231 | \$3,078,517 |
| Expenses | | | |
| Grant awards and other program services | \$353,702 | \$269,539 | \$623,241 |
| General and Administrative | \$289,744 | \$220,799 | \$510,543 |
| Total Expenses | \$643,446 | \$490,338 | \$1,133,784 |
| Total Increase (Decrease) in Net Assets | \$2,013,839 | (\$69,107) | \$1,944,733 |
| Net Assets Beginning of Year | \$59,050 | \$13,749,278 | \$13,808,328 |
| Net Assets End of Year | \$2,072,889 | \$13,680,171 | \$15,753,061 |

Total Expenses



Ongoing Program Expenses





GREENWOOD
RISING