

SANTA MONICA HISTORY MUSEUM

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1350 7th Street
Santa Monica, CA 90401

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FACT SHEET

MAILING ADDRESS

PO Box 3059
Santa Monica, CA 90408



The following information is subject to change. Prior to publication, please confirm dates, titles and other information with the Santa Monica History Museum.

FACT SHEET

MISSION	The Santa Monica History Museum's mission is to collect, preserve and share the history and culture of Santa Monica for generations to come.
VISION	The Santa Monica History Museum is the steward of the rich history of the Santa Monica Bay area. We are committed to enriching our community by providing public access to our extensive collection with interpretive exhibitions, public programs, community partnerships and through archival and research services.
LOCATION	1350 7 th Street, Santa Monica, CA 90401
MAILING ADDRESS	PO Box 3059, Santa Monica, CA 90408
WEBSITE	https://santamonicahistory.org
HOURS	Thursday 2pm-5pm; Friday through Sunday 11am-5pm Closed Monday through Wednesday The Museum is closed in observance of the following holidays: President's Day, Easter, Memorial Day, July 4th, Labor Day, Thanksgiving and day after, Christmas eve day through New Years day
ADMISSION	General \$8, Seniors and Students (5+) \$5, Free to children 4 and under, Museum members, Military (veterans and active-duty), SNAP/EBT cardholders Santa Monica Public Library card holders 50% off Free on 1 st Sunday of the month.
BOARD OF DIRECTORS	The Board of Directors is comprised of representatives of local businesses, organizations, and private industries. List of Board Members
FOUNDERS	The Museum originated in 1975 as the Santa Monica Historical Society, founded by Louise Gabriel and her husband Bob, who were both proud Santa Monicans and members of the Santa Monica Centennial Committee. It became a museum in 1988 thanks to Louise's stewardship and vision of sharing the collections she had worked to build and preserve with the public for generations to come.
HOLDINGS	Historical photographs – Over 600,000 negatives, prints, glass-plate negatives and slides. Most images are unique, rare and not available anywhere else. Historical artifacts – Includes letters from the founding John P. Jones family, coins, sheet music, maps, artifacts from local businesses, Santa Monica Pier artifacts, and much more

EXHIBITIONS	Four permanent exhibition galleries displaying historical photos and artifacts of the Santa Monica Bay Area from the Tongva through the 20th century. One main exhibition hall, featuring thematic exhibitions that rotate annually. Past exhibitions have featured Route 66, Shirley Temple, the impact of the 10 freeway, tree history, housing and architectural history, LGBTQ+ history, and more. The Quinn Gallery, a partnership of the Santa Monica History Museum and the Quinn Research Center (QRC). The Quinn Gallery advances the Museum's commitment to inclusivity and its mission to share the rich, diverse history of the Santa Monica Bay area.
PROGRAMS	Hands on History – Craft activity for children, which includes a brief age-appropriate history lesson. At the Table – An all-ages food history program that illuminates local history through the sharing of diverse food traditions and tastings Book talks, lectures, panels, and more
RESEARCH LIBRARY/ REQUESTS	By appointment only: Books, artifacts and items from our special collections We receive thousands of requests annually for information from individuals, organizations and local, national and international media. More information available on our website.
SOCIAL MEDIA	Facebook https://www.facebook.com/santamonicahistorymuseum Instagram https://www.instagram.com/santamonicahistorymuseum YouTube https://www.youtube.com/@santamonicahistory X https://x.com/smhistorymuseum LinkedIn https://www.linkedin.com/company/santa-monica-history-museum
CANDID	https://app.candid.org/profile/8447331/santa-monica-historical-society-inc-95-3019295 Formerly Guidestar
FUNDING	The Santa Monica History Museum is a 501(c)(3) nonprofit institution that relies on the donations of individuals, corporations, and foundations to preserve and exhibit the museum's collection. Individuals interested in supporting exhibitions and educational programs can make a tax-deductible contribution at https://santamonicahistory.org/donate/ Tax ID: 95-3019295
VISITORS	On average, over half of the Museum's visitors are Santa Monica locals, around a third are from Los Angeles County, and the rest from other states and countries.
TOURS	Tours are available for schools, youth groups and other interest groups. They are led by a qualified museum guide who interprets the unique history of Santa Monica. More information is available online.

MUSEUM HISTORY

- 1975** The Santa Monica History Museum was founded as the Santa Monica Historical Society under the “Historical Activities Committee” of Santa Monica’s Centennial Celebration in 1975 by a public poll. It was designated as the official collector and preserver of the history, art, and culture of the Santa Monica Bay Area. Former Mayor Clo Hoover, the first woman mayor of Santa Monica, was elected the first president.
- 1975-1985** The society’s historical collection grew tremendously during the first ten years with artifacts, memorabilia, and photos donated by descendants of land grantees and early city residents. The society wanted to share them with the public but lacked the necessary funds to start a museum.
- 1988** With the help of Louise and Bob Gabriel, who were active community members with a strong love for Santa Monica and its history, the museum became a reality. After three years of perseverance and countless hours of work, Bob and Louise raised the necessary funds and donations to open the museum’s first space on Colorado Avenue.
- 1998** The Museum receives the archives of the Evening Outlook, Santa Monica's paper of record since 1875, when it ceases publication.
- 2009** Dec. 08, 2009: The museum relocated to its current home on the campus of the Santa Monica Main Library, thanks to the City of Santa Monica’s provision of a long-term lease. Its doors opened in late 2010.
- Widow of professional wrestler Michele Baron Leone donated \$100,000 in his name to the Santa Monica History Museum.
- 2010** The Bourget Brothers gifted travertine and granite for the museum’s floors and Wall of Legacy.
- 2011** Pacific Park on the Santa Monica Pier donated a historical piece of its original world-famous Ferris wheel, one of the two center hub signs, to the Santa Monica History Museum.
- 2012** The Friends of the Santa Monica Library donate fourteen bound volumes of the Santa Monica Topics newspaper to the Santa Monica History Museum. The volumes date from 1935 to 1940 and include full color Sunday comics.
- 2013** The Santa Monica History Museum celebrated their 25th Anniversary of opening their doors.

- 2017** Founder Louise Gabriel passes. Her vision and leadership allowed the museum to thrive and to become an important part of the community.
- 2020** The Santa Monica History Museum adopts a new logo
The Museum begins a new strategic plan, with its mission guided by a focus on education, inclusivity, and community engagement. Its collecting policy is focused on establishing an archive that reflects the diversity of Santa Monica's history.
- 2021** The Museum names its first Executive Director.
- 2022** The Museum launches a new website including, for the first time, an online Museum Shop
- 2023** The Museum forges a partnership with the Quinn Research Center, culminating in the establishment of the Quinn Gallery as an exhibition space dedicated to advancing the storytelling of historically underrecognized communities.
- 2025** 50th anniversary of the inception of the Santa Monica Historical Society.
- PRESENT** The Museum offers six galleries, a research library and over six hundred thousand rare photographs – one of the largest collections in Southern California. The museum serves people of all ages and is ADA-accessible. Offerings include tours, exhibits, special events, lectures, children's workshops and research services. Docent- or curator-led tours are available.